

UNIVERSITY OF NATIONAL AND WORLD ECONOMY

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TOUR GUIDE SERVICE

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The book applies a modern interpretation of generic knowledge base, providing a comprehensive picture of the tour guide service. It addresses the issues related to the creation, organization and implementation of tour guide service in the tourism business. Special attention is paid to the meaning and purpose of tour guiding as a stimulus for a tourist trip as a mediator in intercultural relations. The topics and discussions which are most interesting for the tourists regarding their cognitive trips mainly cultural and historical purposes are thoroughly researched.

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INTRODUCTION

There is not a separate term yet to cover in the most complex way all firms which function is to nurture, guide, inform and explain to tourist groups. There isn't neither a convincingly link of these features with a particular sector of the industry. Some of these mediators are appointed by the carriers and tour operators, others work independently or provide services to companies tied to them.

In an industry where the importance of the individual becomes more and more insignificant, companies grow, and tourism products are becoming more homogeneous, the significance of the role of the person who meets with tourists constantly is growing. In fact it may be only one part of a package to distinguish one product from another. Very often this role is underestimated by some travel companies usually about redundancy the costs.

The differentiation of the tourist product through tour guide service is one of the tools companies use to differentiate and identify their product compared to competitors, even when offering the same trip with the same route, the same vehicle and the same place of residence and Basis. Namely the quality of the guide service helps to promote the product of an enterprise through information transmitted by "word of mouth" from real customers who have used the product.

These reasons justify the textbook to find out the issues related to the development of scientific knowledge in this area. In the context of his search for new configurations in tourism to clarify the psychological human needs to be integrated in different cultural environments, traced the origin and development of tourist guiding in the context of tourism development, is seeking ways to overcome the discomfort through the guide service.

Chapter 1

NATURE OF TOUR GUIDING

1.1. Tourism product and the significance of tour guiding

- Emergence and development of tourism and tour guiding

Need of change, of travel, of escape from their environment, longing for something new move people to distant and boundless spaces. Modern tourism has received historical development as a result of a number of traditional public relations.

Even in **antiquity**, tourism plays a significant role. At the time of the Roman Empire tourism saw its first rise. Post offices of the Roman Empire already had tourist offices. The first explanation of wealthy tourists trips to destinations dated by the time of Herodotus. Six hundred years later, the Pausanias' guidebook was widely distributed. It was designed to present many mythological, historical, religious monuments, landmarks and folk traditions in Greece. Pausanias considered monuments more sacred than secular. He paid less attention to the markets, courts and government buildings. Due to the nature of values he shared these treatises proved impractical for use on site, so on the entrance of each temple one can hire a local guide. In many cases, visits without guides were never allowed. Valuables were kept indoors, so traveling connoisseurs should comply with working time of doorman.

There were many storytellers and guides accompanying the tourists all the sights along major tourist routes, especially in Greece, Asia Minor and Egypt. It seems it was not necessary to have special qualifications or even education, aside from the fact that the temples, respectively priests often reserve the right of this lucrative occupation. So everybody that is deemed fit for this work and would like to earn

money in their own way from the tourist boom, joined the multitude of storytellers or tourist guides. They told details about the sights, guided and serve their guests on site for the duration of their stay. Along with that they offered tourists an individualized program, including several days of excursions in the area. This combination of services can easily recognize the ancient ancestor of a local travel agency.

After the sunset of the Roman Empire and the spread of Christianity, the main motive for travel in the Middle Ages became a pilgrimage. Guides were mainly men of the clergy. Guiding stories were created according to their way of thinking. Wandering clerics, theology students who were not subject to the vow of residence, itinerant students who traveled to Paris, Oxford and other remarkable places for education to find some teachers and traders formed the image of travelers in the coming decades as *vagi clerici* and *vagi scolares* – in the worst case as homeless wanderers.

The subjective experience of the journey becomes a hallmark of starting a new time. Settled life and inactivity are despised, the desire to travel becomes part of newfound desire for life that destroys the social and spiritual bondage of the Middle Ages forever. The new humanist movement is desire to travel, dynamic mobility of the seeker human. Over time pilgrimage and travel became the vehicle for self-realization.

Tourism activity marks its second rise in the **Renaissance**. At that time travelers are divided into two groups, named "da Milordo" (aimlessly traveling nobles with money) and "alla mercantile" (traveling traders, qualified as frugal). Young noblemen, accompanied by a "tutor" and "tourist marshall" did educational tours around the capitals of Europe to be prepared for their later work in service of a princely court.

The tutor was mostly a wealthy, well-educated former student or scientist, who as a pedagogical mentor and organizer

often used the opportunity to conduct their own research. Great era of so-called "noble journeys" was in the 17th and 18th centuries. Francis Bacon describes the purpose of such travel. He recommended to see and monitor the courts of princes, especially when they accept messengers; courts during the conduct of meetings and resolving legal case; moreover, church meetings and monasteries with monuments; shafts and fortifications of the capital and other cities; also arms caches of weapons collections, repositories of gunpowder and markets; exercises of riding, fencing and wrestling; foreign plays, but only those that are visited by people of ancestry; treasuries of jewels and the Treasury; museums of art and rare objects, at all – anything remarkable at the site about which the tutor or teacher should be thoroughly aware. As for the lavish parades, masks, feasts, weddings, funerals, executions and other spectacles – they should not necessarily be interested in, however, and not just be out of sight. Compared to the current understanding of "educational trip", the diversity of views, which partly modern guiding may be saturated, is very interesting.

The custom of wandering for young crafts journeymen, often representing aimlessly wandering, was a mean of selection by which only personally and professionally skilled could move ahead, and was provided to achieve higher master qualification.

Around 1720 the term "trip to the spa" was rediscovered as we know it from the Roman Empire. Mineral baths become a center of living for wealth citizens. Mostly young visitors to the baths frequently used health care as a pretext to conceal the pleasure of gaming and gallant affairs.

The guide at the time of Goethe is often the coachman (the mailman). August Ludwig von Schlözer who had presented first university lectures on tourism in Göttingen during the winter semester 1795/96 mentioned an early form of local

guides in Italy – scientists, mostly Abees, who specialized primarily in the knowledge of antiquity.

Mountains in Italy were less visited. In 1741 Pocock and Vindham found that Mont Blanc is the highest peak in Europe, a Genevan mountain explorer conquered it for the first time in 1787. Since then sport ambitions, presented in the 18th century mainly from English "conqueror of peaks", have played an important role in the Alps. Here the activity of the mountain and ski guide is originated.

With **industrialization** and the emergence of new means of transport – rail and steamer – travel was promoted, lost its exclusivity and thus the flat-rate travel was created. Thomas Cook, who first organized separate train journeys in 1841, started offering group trips to Europe, the Mediterranean and the Middle East in 1856. In the first tour desk of Thomas Cook the function of the guide was run by the travel agency. First German owners of travel agencies "Carl Reese" (1856) – Shtangen brothers (1863) proceed similarly. "Hapag – Lloyd" held its first group cruises (musical steamers) in 1889. At that time primarily beach and vacation travel were developed, settled by 1900. Contrary to that the youth was seeking a kind of a romantic trip to escape by traveling, camping and many others new, youthful, primary forms of travel. The movement eventually led to the institutionalization of youth travel and to the founding of an organization of youth huts through which young people from all social classes could participate in travel.

During socialism guides were seen as important agents of tourist-political educational and propagandistic work.

The factors contributed to the growth of tourism in the second half of the 20th century are scientific and technological progress and the increasing industrialization (increasing welfare, urbanization, motorization, increased leisure time).

With the economic boom after the World War II and the growth of enterprises, the original unity of planning and conducting travel was no longer appropriate. There could be distinguished two kinds of enterprises – the planning enterprises and executive enterprises, which more or less were working with local tourist and museum guides.

Along with the guide or the leader of the group tourists meet the local guide too who is educated about particular site or place. While it was used the term "leader of the foreigners" years ago, now it is used the name "tour guide"¹.

Generally similarity between permanent guides and local guides are the concentration and specialization of a place that actually expect a very high ability to adapt (target group orientation) to a variety of constantly changing groups within the cultural and entertainment tourism.

Along with the tour guides there are people serving tourists. Tourist services include all activities in the recreation or vacation place for guests which are going beyond the accommodation, food and therapy (in the strict medical sense). Distinction is made between the following five areas of supply:

- treatment (therapy, fight certain illness, restore health);
- recreation (health care, for example, mineral baths);
- vacation (entertainment, games, sports, such as camping sites, holiday villages);
- education (courses in art painting, pottery);
- purposes of the trips (sightseeing).

Museum guides who are trained by the scientific staff of the museum have a permanent position there and hold shift tours with separate groups. They, as well as curators of the museums are a particular form of tour guides. Local leaders, with permanent employment, are found in tourist offices. They perform both commercial and consultancy functions and taking tours.

¹ Schmeer-Strum, Marie-Louise, *Gasteführung*, Munchen, 1996.

Excluding this type constantly employed local guides, in general tour guides work freelance on an hourly or daily fee, they often mediate a tourist office respectively they keep contacts with the bus and tour companies as well as major hotels to increase the volume of orders. Some historians also work freelance and offer museum and exhibition tours but mostly without direct link to a tourist service office and with a higher hourly fee, or who work in local institutions for education of adults, for example, night universities or church educational institutions.

Tour guiding has invaluable importance for the tourism enterprises, for the travelers and tourists and for the destinations.

The importance of tour guiding for tourism enterprise is expressed mainly by the follow:

- In most cases it is the only representative of the tour operator, which a traveler meets. This affects the image of the tourism enterprise;
- It allows to control company that performs services on-site;
- It ensures qualified implementing of the announced program;
- It makes possible qualified and fastest processing and dealing with complaints made by the customers;
- It makes possible adjustment or flexible alternative configuration of the program in problem situations so that the guests are satisfied;
- It protects interests of the enterprise against companies, offering services and customers.

For tourists the importance of the tour guiding is as follows:

- Perfectly organized and uniform service to all guests;
- Implementing the announced program and care delivery services announced in the prospectus;
- Providing constant support of the guide in a case of problems;

- Mediation in the visited country;
- Competent advices to tourists how to spend their free time outside the program;
- Help with language difficulties;
- Meeting the desires, expectations, questions, complaints, so the tourist do not feel abandoned and alone.

For the destination importance of the tour guiding is realized through:

- the optimal balance between the economic interests of tour operators, customers and companies which offer services;
- the presentation of local people, a „diplomat" of his country;
- providing a vision of the visited country, removing prejudices;
- a prevention and mitigation the misconduct of guests (dress and manners);
- mediate communication between visitors and hosts².

➤ **Creation and marketing of the tourism product**

Problems related to the characteristics and typology of tourism enterprises receive attention in the works of many authors. Prominent among them is Austrian scientist Paul Bernecker³. His research and additions by a number of authors⁴ offer opportunities to build general typology of tourism enterprises. Widespread and established is the distinction of tourism enterprises of primary (direct) and secon-

² Янева, М. И кол., Сборник – Качество, конкурентоспособност, устойчиво развитие, Диференциране на туристическия продукт чрез екскурзоводското обслужване, УИ „Стопанство”, 2005 г.

³ Walterspiel, G. Berneckers, Typologie der Tourismusbetriebe im Festschrift zur Vollendung der 70. Lebensjahr von Prof. Dkd. Paul Bernecker, Wien, 1978, S., 29.

⁴ Енев, Н. И кол., Сборник съчинения, с.177.

dary⁵. The former are designed specifically to serve the tourism and the second – to satisfy the needs of the local population. Primary tourism enterprises are distinguished into:

- the related to the tourism object (place, destination, area);
- the related to the tourism subject (tourist, user)
- intermediaries between the subject and the object in tourism⁶.

Tourism enterprises related to the object or tourism site (first group) normally focus their activities on the development of core and complementary products and they include:

- residence enterprises;
- specialized enterprises for tourism transport;
- a special kind of tourism enterprises;
- enterprises for additional services.

Companies for additional services are characterized by a vast variety. More typical are: Guiding offices, entertainment and animation centers, casinos, cultural and entertainment facilities, convention and sports centers, yacht clubs, and many others. They help to build an integrated tourism product. It is formed as a result of combining and complementing the main tourism product (composed of products of residence, catering and transportation) with tourism services, which often form the overall appearance and uniqueness of the final tourism product offered to the customers. Companies for additional services help to complete satisfaction of the visitors.

Planning and conducting a journey consists of a complex combination of various byproducts. *Some of these products, such as hotel, are very costly. All individual byproducts receive total completed look. In an intensive round-trip in terms of management and organization they get a significant element of the overall appearance. By tour guiding they are cus-*

⁵ Hunzicker, W., K. Krapf, Grundriss der allgemeinen.

⁶ Нешков, М., С. Ракаджийски и кол., Въведение в туризма, ИУ – Варна, 2001, с.173.

*tomized and linked in a common specific product or experience for tourists*⁷.

The decoding of the needs for tourism explains the general level of demand generated in different countries but doesn't explain the individual choice of tourist products and services made by different kinds of people. Within the bounds established by the external factors of the surrounding environment, it is needed for the purposes of the tourist marketing to understand how the psychological processes influence people's choice between different holiday destinations and particular types of tourism⁸.

The creation and the supply of the tour guides product are tasks of the travel agencies and in particular tour operators. They create and sell this product. Travel agents can also be included into the sale. *Tour guides product is offered primarily during the group trips with a total price.*

The organization of travel with total price is a complex, multifaceted and lengthy process. Various tour operators can realize it in time ranging from a few weeks to 5-6 months (in some cases 2-3 years). Usually the beginning of this process is the emergence of the concept, its development and making decision to organize a trip. The end of the process comes with a brochure (catalog, prospectus) or other means of the program promotion and launching a campaign for bookings and sales.

Technologically **organizing a trip takes place in three conditional stages:**

- designing of the main elements of the product to determine its quantity and quality parameters;

⁷ Янева, М. И кол. Сборник – Качество, конкурентност, устойчиво развитие, Квалиметрична оценка на екскурзоводския продукт, УИ „Стопанство”, 2005 г., с. 89.

⁸ Цонев, Н., Маркетинг в туризма, Издателски комплекс – УНСС, София, 2013 г., стр. 67

- establishing the parameters of the economic elements of the product (calculating prices);
- *preparing and distributing (**advertising**) the program of cruises on the tour operator.*

In the first stage (design) analyses of demand are priorities in technological order. They precede the other studies. The results can direct, restrict, specify or rationalize future research work of the tour operators.

The second stage covers all activities and operations related to determining the economic parameters – costs calculation; planning a profit (gross income, commission) of the tour operator.

The third stage of preparation and organization of trips includes the following groups of activities:

1. *Technical processing the results of the various parameters of the product grouped by attributes:*

- destination and sites;
- types of travel – business, education and recreation ;
- periods of travel;
- target groups.

2. *Preparing the project and the necessary materials for the leaflets, brochure and others. The particular actions in this case are:*

- preparation, editing and printing the texts of the programs for different types of travel;
- development of publicity texts;
- development of photo – and other types of materials for illustration purposes;
- a design and implementing the artistic design of brochures and other types of promotional tools (colors, fonts, formats, etc.);
- a technical design and arrangement of the digital and graphic materials (tables with prices, schedules of the

movement of vehicles, places to stay by category and type, etc.).

3. *Printing brochures (catalogs and leaflets) with the overall program.*

4. *A distribution of printed promotional materials with the overall program through the tour operator's distribution network of sellers and intermediaries.*

The basic requirements for a brochure are:

- completeness – the client has to find everything he is interested in because it will determine his decision to purchase;
- accuracy and objectivity of information and advertising;
- systematic information for easy and quick orientation of the client;
- high artistic level of workmanship for initiating interest and stimulate purchase;
- optimal combination of information (text) and promotional items;
- the parsimony (brevity, accuracy) in the presentation of information and promotional materials to reduce the higher costs of media production.

The brochure and the catalog are primarily, but not the only means of distribution and promotion of the program of the tour operators. They also use posters, flyers, ads in newspapers, on radio or television, which are typical for smaller companies to induce the interest of the potential customers and their demand for more information from the organizer of the tour⁹.

The sales organization (placement) of the tours with total price (tour package) is the main task in the system of activities, processes and operations that tour operators do. It is particularly important to achieve positive financial results

⁹ Нешков, М., Туроператорска, агентска и транспортна дейност, ИУ – Варна, 2000, с. 43-4.

from their overall production activities. In terms of content, organization of marketing primarily involves selecting and applying effective methods, tools and distribution channels in accordance with the optimal ratio between the volume of sales and the cost of their implementation.

How to buy is also a complicated decision to take. The lack of free time or nerves to "drag" yourself to travelling agencies stimulates fast decision-making given limited choice. On the contrary, having a lot of time to take a decision, it is made by slow and careful research and comparison of alternatives. To those types of decisions belong those whether to buy with a credit card or cash, whether to buy or rent and others¹⁰.

The peculiarities of tourism services, as a key component in the product content of the tour operator, determine its abstract and intangible nature. This creates the most important characteristics of sales operations and peculiarities in the organization in terms of tours with a total price¹¹.

The sales organization of a tour with a total price can be achieved in two main forms – direct and indirect. In the direct (or using direct channels for realization) is an immediate connection between the tour operator and the customer of its tourism product. The indirect form (or the use of indirect sales channels) suggests mediation of the relationship between the organizer, respectively, the product manufacturer and the end customer – tourists, featuring one or several (network) sellers.

Considering the organization of the sales operations of travel agents it is possible for them to use the diverse range of direct and indirect distribution channels for their product.

¹⁰ Цонев, Н., Маркетинг в туризма, Издателски комплекс – УНСС, София, 2013 г., стр. 68

¹¹ Lapautre, R., Les excès de l'intervention de l'Etat dans le transport aerien, 1995, p. 63.

Their choice is determined by each organizer of tours depending on the degree of influence of the noted factors.

Direct distribution channels offer a number of advantages for the tour operator, namely:

- reducing the cost of implementation;
- maintaining direct contact with the end user and on this basis – the opportunities for monitoring and control of customer behavior;
- speed up the overall process of implementation;
- avoiding the long path for the materials, promotional tools, for carrying out communications, payments and more.

There are several variants of these channels:

- use of own subsidiaries or offices;
- disclosure of temporary or permanent branches or representative offices in busy shopping centers;
- create mobile sales offices – where during certain periods are formed massive groups of potential users;
- using tourism fairs, markets, exhibitions and bazaars. This type allows the tour operators to connect not only with the end user, but also with its representatives in the face of various intermediaries and sellers of tourism product. This creates opportunities for meeting with clients who have their own individual requirements for the trips organized by the tour operator. They can adjust their offerings to meet wider range of users on site;
- grant powers of individual categories of employees from the staff of tour operators (tour guides, travel, representatives of various tourist spots) for the sale of travel;
- maintain contractual relationships with large industrial enterprises, public organizations, associations, clubs, etc.;
- creating "virtual agencies";
- using mail and other means of communication or booking forms into the prospectus. For this option effective

would be direct mail, sales systems, such as "home purchase", internet purchases and others.

When using indirect channels for selling the tour operator's product, the relationship between the tour operator and the client is mediated by intermediate bodies. Depending on the membership and the nature of their activity, they can be defined as:

- specialized when using mediation of professional travel agents – mandaters (profiled or non-profiled, with or without a license, dependent or free);
- non-specialized (non-professional) when using mediation of enterprises and units from other sectors and areas of activity (commercial houses, shops, bank offices) in selling trips with a total price.

To a certain extent it can be claimed that in the highly and medium developed countries higher needs are the primary motivators for a purchase. Many authors claim that the thing valued the most today are not products and services that we possess or use but the pleasure of "possessing" more experience and knowledge. According to that the growth of the sector of tourism is an evidence for the demand of more value added for people by visiting unique and memorable destinations. It is a fact that the most desirable destinations and experiences are those that offer a personal development or transformation, for example adventure tourism, spa services, cultural tourism or active recreation¹².

Improving the practice of tour operators in recent years developed a variety of ways and opportunities to shape the contract between the tour operator and the client. Development of special legislation also contributes to this. So called "travel conditions" are also important – they can be included in the tour operator's brochure or submit directly at a speci-

¹² Цонев, Н., Маркетинг в туризма, Издателски комплекс - УНСС, София, 2013 г., стр. 74.

fic trip. It is very important that the client is aware of them in advance and to accept them. Travel conditions are normally presented in the following major sections:

- *booking and registration terms*, which specify: terms and methods of booking and registration for the travel; where, how and who carries out this activity; specific conditions and requirements for booking and registration;
- *a price and payment terms*, where are fixed different rates for trips, possible discounts, terms and how to make advance, final payments and more;
- *terms of changes or cancellation* of the trip, which relate to the timing for implementation of the changes (by the client or the tour operator); sanctions or other consequences for non-compliance of these terms; conditions under which changes are not penalized, etc.;
- *the terms related to claims* and their satisfaction that include: time for acceptance of complaints; requirements on presenting them; cases in which the claims are not considered as acceptable; manner and rate of satisfaction etc;
- *responsibility* of the tour operator, which should be taken towards the customer for breach of his contractual obligations;
- *requirements for the customer* that are imposed by the nature of the trip: compulsory insurance; documents for the visa; action in case of loss, damage or theft of luggage and other belongings;
- *additional conditions*, resulting more often from specific requirements when traveling in different countries: customs requirements and regulations; exchange rates; validity of various documents and more.

Documenting the distribution is accompanied by the issuing of other documents, such as vouchers, letters reservations, confirmations and invoices letters. Primary among them is

the voucher. It is a document issued by the tour operator for individual or group travelers as confirmation and evidence of payment of services or tourist trip. It is presented to the counterparty – the service provider and is used in the final calculations and payments between suppliers and the tour operator.

In our country frequently used is the so-called **enrollment form** that is filled by the client or employee in an office of a tour operator or a broker with basic data (name, address, telephone number) required for a visa or other travel documents.

Reservation letters (confirmations) are used as a supporting document for the marketing. They have a similar role and importance as the voucher. Furthermore, standard invoices and other supporting documents also find a place in this process.

The conduct of organized tourist trip with total cost does not end with the completion of phase "production of the tourism product" (travel arrangements) but continues in the process of its consumption. This is expressed through the intervention of the tour operator during the trip. Thus conditions for quality control of the implementation of integrated tourism products during the whole period of creation and consumption are created.

1.2. Tour Guiding during the trip

Activities of tour operators in conducting the trip depend on its type and are distinguished in several directions:

- depending on the commitment are considered two types of trips – escorted or unescorted. At the first – experienced tour guide accompanies tourists on behalf of the tour operator. For the second ones a tour guide is not necessary and the tour operator does not take part in conducting the trip;

- depending on the number of the tourists – they are divided into single and group trips. The first ones don't include tour guide services. It is only possible on request. The group travel normally requires attendance and active involvement of the tour operator in conducting the trip.
- depending on the link between the two main components of the tourism product – travel and stay. A typical representative of the group in which the predominant site has dynamic shape is the round-trip. During them the intervention and the help of the tour guide (guide or representative) are mandatory and require almost throughout the journey. That requires a specific organization and a full range of activities of accompanying tourists – information services, mediation, coordination and more. When the stay is predominant (ex. sea or mountain recreation), the participation of tour operators in conducting the trip has a specific character. It is expressed in the organization of the tourists leisure in the form of animation (animation guide), and representative functions in the tourism site where is organized the residence of tourists;
- depending on the type of tourism transport – in the different means of transport the tour guide service has a different scope and nature.

The intervention of the organization in carrying out a trip can be done directly by its employees (tour guide or representative) or indirectly using a travel agency – correspondent. Most frequently the second version of organization of escort is realized on a contractual basis with host travel agencies and their tour guides.

Tour guiding services are offered by the travel agency for group and individual travelers, as the individual can be organized or not.

The organization of the tour guiding service for the group tourists is typical as a result of the traditions and regulated company procedures. But it should be taken into account that the material medium is especially important in tourism in order to reach customer satisfaction for several reasons. It gives the ability to consummate the tourism product. Without the existence of a material medium, its realization is impossible, due to the large scale existence of non-material components in the face of services in every activity of the tourism industry¹³.

The characteristics of the group tourists are:

- uniformity of contingent;
- same place of arriving and departure of the group;
- using the same vehicle;
- accommodation in the same shelter;
- purchases of pre-paid excursions and activities.

These characteristics allow the tour guide to serve one group from arriving to departure, i.e. tour guides escort tourists throughout their stay. This kind of tour guiding service can be divided into the following elements:

- arrive and departure;
- accommodation;
- catering;
- excursions and events.

Part of these excursions and events are usually included in the total price of the trip, the other part of them are paid by the tourists on a site. When tourists don't want to participate or if they can't – they are not entitled to compensation for services which are not received. The size of the group should not affect the quality of the tour guide service. It is easier to work with smaller groups and to target the information. While it takes time to aggregate interests in the large

¹³ Великова, Е., Естетизация на туристическата среда, Авангард Прима, София, 2010 г., стр. 1

groups. The composition of the group is also important. Mixed nationality group requires efforts to unite the interests and to strict observance of the principle of equality in the relationship. When running trips with tourists from several nationalities it is better to form small groups according to the language they speak. The tour guide has to make variations and additions to the basic information according to the interests of tourists and their nationalities. Homogeneity of the group is determined by the age, the professions and the interests of the tourists. For example, a better option is to combine a group by age and interests, regardless of nationality.

The organization of tour guiding services for individual tourists also has its own characteristics:

- it is not necessarily to accompany tourists throughout their stay;
- different stages of tour guide services are performed by different guides;
- the volume of services is reduced.

Tour guide services during daily meals are dropped and just some of the tourists use the services of a tour guide for excursions and activities. The tour guide has to inform organized individual tourists for the opportunities offered by the hotel – entertainment facilities, gyms, etc when they arrive. He should study the program of cultural events in the complex and to offer it to them and according to the wishes of the tourists and their capabilities he should organize one or more events for them.

Individual unorganized tourists generally don't use services of a tour guide but they can rent one for a certain period or a particular activity.

Tour guide services are also differentiated according to the means of transport by which tourists travel. Based on this criterion, the trip has the following features:

➤ Railway transport features:

- trips are usually with longer duration;
- participants in the trip do not have direct constant contact with the tour guide.

The tour guide boards the train first to examine the pre-booked seats. He tracks uploading the luggage and directs visitors to the reserved compartment. When there is a change of the train, the tour guide warns tourists to leave their luggage on the platform and ensures that no passenger or luggage are left into the first train.

➤ Features of the automobile transport

➤ The most favorable conditions for information and propaganda activities are created into the road transport, because the tour guide is in constant contact with the tourists and monitor their moods.

➤ Features of the air transport

The trip is shorter and often tourists are not the only passengers on board. The functions of the tour guide are as follows:

- facilitates tourists filling various forms;
- provides seats, if possible in one sector and according to the requirements of passengers;
- assists tourists if they are unwell.

The tour guide is responsible for the tourists to get the services that are provided in. The guide informs the tourists and the travel agents, the hotels and the restaurants in a case of delaying the plane.

➤ Specifics of water transport

The ship excursions specifics are as follows:

- They are usually short and are organized to visit panoramic or close objects.
- For prolonged shipping excursions tour guide performs the following activities:

- coordination – the tour guide provides services included into the program. It is desirable that he has to obtain a map of the ship in advance and to give it to the tourists;
- animation – the tour guide should include tourists in entertainment activities on the ship or to launch them himself. If there is a proposal by members of the group to organize site visits outside the program, the tour guide has to organize them.

The content of the tour guide service includes activities related to the national traditions, lifestyle and hospitality, i.e. by:

- the information and reference activity of the tour guide. He performs organizational, intermediate, business, sports-entertainment and operational-control activities.

When traveling on a short distance and for a short time being a guide is restricted and includes information about the historical and cultural values in the micro-region, transport and handling of the centers of the settlement – i.e. the information and publicity activities are dominant. In a continuous journey tour guide service incorporates the following activities – information, directory, advertising, propaganda, organization, commercial and operational.

The tour guide takes a different participation into the various events. For example, when tasting or visiting various sites he performs translation functions. Tour guide services are also influenced by the group size, composition, nationality, cultural level and other factors. Easier to handle and organize are small groups and groups which consist of tourists with uniform or similar professions or from one nationality.

The level of guide services is determined by the following conditions:

- readiness of the host country to organize services for tourists;

- performance of contractual obligations by the receiving tourists country;
- quality of basic and additional services offered by the host country;
- organizational skills to guide and coordinate its activities with those of the companies that take the service of tourists;
- discipline, cultural level and the interests of the tourists in the group.

1.3. Technology of tour guide service

The tour guide service technology is a set of sequential operations (activities) carried by the guide in the process of production and sale of tour guiding services and directives on ways and means to do so. As the tourists are looking for as much entertainment as possible and the physical medium makes a significant contribution in providing an unforgettable experience during tourist consumption. The larger the experience factor is, the greater the customer satisfaction is¹⁴. The tour guide service can contribute to their satisfaction.

The tour guide service includes three main phases:

1) **Preparatory**, which is:

- methodical – it refers to the permanent guides;
- operational training – it is associated with this route.

2) **Implementation of tour guide service.**

3) **Control functions** related to payment.

The tour guide works with a compiled and approved program related to the transfer, the specific route, the animation program and others. The tour guide must comply with the program and monitor its implementation. He should encourage tourists to purchase additional services. For the full im-

¹⁴ Великова, Е., Естетизация на туристическата среда, Авангард Прима, София, 2010 г, стр. 7.

plementation and proper functioning of the tour guide service he must coordinate with other participants – transport companies, entertainments and more. For longer trips he intermediaries for the provision of basic services. In this case, the tour guide represents the company organizing the trip and performs various credits, payments and other transactions on his behalf. The accordance between the arranged and the actual delivered goods and services should be monitored by the tour guide who has to ensure their quality, quantity and variety. He controls the companies that participate in the overall implementation of the tour program. When making several days stay in different locations and for longer tours with a vehicle, the tour guide doesn't only monitor and organize interesting activities but he undertakes animation program for the tourists, i.e. he performs the function of an animator. Therefore, when there are long journeys tour guiding includes information activities, coordination, mediation, representation, animation, payments and more. During the short tours the tour guide should pay more attention to the information and advertising activities, i.e. during the journey he is both the organizer and manager of the tour.

1.3.1. Preparing and conducting a tour activities

➤ Writing the content and time planning of the tour

At first the tour guide studies the tour operators program and its description in the catalogue and he chooses particular tourist sites.

If they are already specified the points in the program, he could mark the sights along the route, which are not provided. The tour guide can include them in the program according to the interests of tourists and the time as a possible replacement for some points of the program that cannot be made.

In the second phase of the preparation the tour guide provides guidebooks and descriptions of the route, he looks for detail information in them, impressions and anecdotes. Finally, he copies the relevant pages of the guidebook, supplies them with literature guidelines and arranges them in alphabetical order in a folder.

The recommended format is tight cards A4 and A5. Usual folders are often heavy to carry while small can be worn without difficulty even in the hand luggage daily. Photocopying is also advantageous in the round tours because due to the diversity of cities and art is necessary a lot of literature. Books can be easily damaged during transportation. They overload the luggage of the tour guide in an immeasurable way, even if they give ability to display illustrations.

Photocopying and dividing pages for each visited site have the advantage that the tour guide can quickly get informed during the tour, he can arrange them as he needs and can make additions. Tourists can't immediately see what books he uses. For some places where the tour guide has basic knowledge, it is sufficient only a brief guidebook. But if the tour guide brings this guidebook during the visit, it would make a bad impression.

When the tour guide has a relatively accurate written description of the tour – in the form of notes or samples collected from various books, he has an advantage in the morning before visiting to read them and to refresh his memory, even if he has traveled rarely. If the description is only through the main points, the tour guide shouldn't forget the additional information about them, even if it is not practiced lately.

It is recommended that keywords should be noted with a marker and then using the connecting lines and the key concepts, it is easier to lead the group. The tour guide should be careful not to use his notes conspicuously. He has to hold the folder in front of his body all the time. Even he should

keep it away from his body and only the current information should be attached on top of the folder or he should hold only the necessary papers and maps. The fast and unnoticed handling with the notes is very important for the professionals – otherwise the tourist would think that a nervous beginner is standing in front of them.

The tour guide must understand the processes during the tour and auxiliary materials (leaflets, terms for travel, company guidance, guidebook, a map of the country, plans for excavation, map for walking tours, maps of cities, customs, passport, visa and foreign exchange permits and returns), he also is responsible for the storage of the travel applications – the list of tourists, notes for the hotel and ancillary services, details of the means of payment in hotels, restaurants and other businesses, foreign exchange, vouchers, checks, etc., tickets, tour operator program in different places, insurance, passports, airline tickets, etc.).

The methodological and didactic training of the tour guide runs parallel with the preparation of the content – he is considering which objectives are crucial to the tour through the program with the help of the catalog and his own collection of materials. The tour guide notes with different color or different folder instructions for asking questions, for their own activity, for the presentation of additional information and illustrative materials, interactive games, etc.

Planning and organizing the time (on a separate sheet, preferably a colored folder) occur simultaneously with the methodological and substantive preparation:

- the tour guide judges the distance that should be traveled;
- the tour guide determines the time of departure;
- the tour guide sets the time for visiting the museums and churches, according to their working hours;

- the tour guide considers whether to comply with time for lunch at the hotel or restaurant.

The guide should know the addresses of restaurants where to take the tourists in if necessary. He should have this information from previous tours and colleagues. He also needs to know about changes in the quality of services. When there is a tour of a big city it is advisable to have a map of the city with the mapped route.

➤ **Activities before the start of the tour guiding**

Before starting the service, the tour guide should get referent of all necessary documents:

- order program (detail);
- power of attorney for signing the accounts;
- business trip form (stamped in hotels along the route);
- book confirmatory notes or vouchers;
- badge of the company;
- promotional materials.

After examining the documents the guide must perform the following operations:

- to withdraw preplanned advance from the cash;
- to order menu for the first meal at least 6 hours in advance – in person, by phone or fax;
- to check first hotel reservations and transport;
- to give application if there are planned visits to museums;
- to review the program of cultural events in the particular city or destination;
- to supplement their knowledge of the intended route in the program.

The work of the guide begins with the acceptance of documents and ends after accounting for the work done. Tourists who require tour guide services can be two types – group or individual travelers with vouchers. The voucher is taken by the leader (or the individual traveler) immediately

after the group arrives. It shall be signed by the leader and tour guide and reports together with the other documents.

According to the place of residence groups are divided into round, combined and stationary.

The guide gets a list of arriving tourist, before meeting them, and the registration numbers of buses, if they arrive by bus. He informs himself about the hours of transfers and check vehicles. The guide is obliged to appear at the pointed place 15 minutes earlier to check for delays on the train or plane and to find the bus. If there is a delay, he must warn the restaurant for the first meal and to stay waiting for the tourists.

➤ Activities after the arrival of the group

After the arrival the tour guide has to perform the following operations and activities:

- to inquire who is the guide of the group and to meet him;
- to determine the number of tourists actually arrived;
- to determine the number of rooms – single or double, which will be occupied;
- to establish the availability of sick tourists, those who have name day or birthday ;
- to assist tourists in settling formalities on the customs and border;
- to trace uploading luggage on the bus and accommodation of tourists, in the case of complaints of baggage – to connect immediately with the relevant authorities.

After boarding the tourists on the bus, the guide must present himself and the driver to the group by name and surname and explain the astronomical time. During the journey to the hotel the tour guide provides information about the program and particularly for the first day.

Skills required by the guide **during the first stage** of the tour guide service are:

- determining the readiness of the transfer;
- providing possible deficiencies and promptly react;

- establishing effective initial contact with tourists;
 - giving brief, clear and specific information;
 - reacting to problems in a particular situation and reacting quickly in conflict situations.
- Activities related to tourist accommodation in hotel

Preparations for arrival and accommodation of tourists in the hotel consist of verification and confirmation of reservation in the hotel and receiving a rooming list.

After the arrival of tourists in the hotel the group stays in the lobby and the tour guide sends the bellboy to get the luggage from the bus (if the service is provided in the contract). If the group is reduced, the extra beds are released. The receptionist transmits the room numbers to the guide, and he gives them to the group guide along with the business card of the hotel and requested rooming list or a list of the group with passport data of tourists.

If the luggage service is paid under a contract all bags and suitcases are marked with cards with the room numbers. On the date of departure tourists leave their luggage in the hallway outside the door and the doorman takes it to the bus. All actions listed here are called transfer. The tour guide checks the tickets for the way back and if necessary validating them, so that he takes them of the group guide. After that he arranges a meeting for a meal in the lobby. He warns into the restaurant for possible changes. The tour guide controls services into the hotel and for damages he organizes the pay-back. The tour guide also performs some specific activities:

- in case of unforeseen events (theft, loss of belongings, etc.) he organizes the intervention of competent authorities and makes a report;
- translates at informal meetings and hearings.

The tour guide at the second stage of providing services to tourists needs:

- to establish the tourists' opinion for the services in the hotel;
 - to respond quickly and efficiently to the requirements and complaints of tourists;
 - to respond quickly and competently in emergencies.
- **Activities related to the board type of tourists**

At this stage its influence on the tour guide service has the environment as well. When we create the aesthetics of tourism environment should not obey the short-term trends and conceptual innovation seek to analyze the needs of tourists and thus to create a classic, which is beyond knowledge. Aesthetics is a tendency for the supply of quality in the appearance of the staff and the situation in the tourist sites. It is also a service in the field of research and development, part of product development or modification¹⁵.

During the third stage of the tour guide service the guide prepares preorders for the food in the restaurant, the order is given to the manager, salon manager or to the chef. The feeding of the group is recommended to be carried out in the restaurant. The tour guide and the manager of the restaurant make up menu in strict compliance with the limits for a food or daily food allowance at the hotel.

The number of ordered plates is equal to the number of tourists + 1 cover for the tour guide + 1 cover for the driver (if he is entitled to have a meal in the restaurant by the contract). Savings or transferring tourists to other objects is not allowed. Moreover, the halls, tables and mealtimes for tourists are specified. The tour guide must daily control the hall, the number of the seats and the implementation of the ordered menu, as well as compliance with the contract in terms of quantity and quality of food, hygiene and the quality of service.

¹⁵ Великова, Е., Естетизация на туристическата среда, Авангард Прима, София, 2010 г., стр. 159.

The tour guide checks designated group seats and the serving of meals at least 15 minutes before the meal. He invites tourists to take their seats and accommodates them, while ensuring the further timely serving. If the guide and the driver are sitting at another table, they should not consume anything different from the menu of the group meals or more expensive than them. After the meal the tour guide pays for the food and orders the next meal. Tourists pay only for the services under the contract but pay the rest themselves on the spot. It is desirable that in the compilation of the menu the tour guide to comply with national cuisine of tourists or if offered dishes of local cuisine, he must present them to the tourists and to explain exactly what they contain. The tour guide informs manager if he finds irregularities and violations and makes a protocol. The tour guide should offer and advertise the Bulgarian national cuisine and draws a parallel between it and cuisine of tourists. He must be able to prepare a menu according to the requirements and the habits of tourists, to react quickly and competently to bad service.

- Activities related to the preparation and conduct of additional trips

Excursions may be divided into two major groups – tours at home and abroad. When preparing *a trip in the country* the tour guide:

- registers participants for the trip;
- presents the program to the participants;
- prepares in advance publicity and information material and guiding story;
- he is advertising;
- orders hours in museums to visit;
- confirms the visit to different sites.

When preparing *a trip abroad* the guide:

- presents the program of excursions offered to the tourists;

- advertises the offered tours in order to sell them;
- registers the willing participants for the trip;
- presents the program to the participants;
- makes a request for the trip;
- confirms the number of travelers;
- brings the money collected;
- prepares a list of participants with their passport data and proposes to prepare a passport if necessary.

The tour guide should clarify to the tourists customs and border formalities when there are trips abroad. The tour guide should lay the necessary information for countries and sites to visit. He must find new information and data on tourist facilities and be prepared for double translation in sightseeing.

The tour guide organizes accommodation of tourists in the vehicle and loading their luggage during the trip itself. At the same time he tells the requested information and monitors the implementation of the program. The tour guide should be able to establish business contacts with foreign tourist companies during trips abroad. He has to choose cost-effective additional services depending on the nationality and social characteristics of tourists.

Lectures are two main types:

- lectures during the stay of tourists in Bulgaria;
- lectures during excursions.

In discussions of the first type the tour guide:

- presents the program of tourists staying in the country;
- gives a brief information during the transfer about the objects they see on the way to the hotel;
- gives information about the weather and other curiosities;
- advertises excursions and activities that tourist complex offers. He answers the tourists questions.

The skills required for this type of presentations are as follows:

- to establish and maintain contacts with various social categories and groups of tourists;
- to build and delivers lectures according to methodological, national and socio-psychological characteristics of tourists;
- to serve at the right time tourists with relevant information on current cultural, political, economic and sporting events both in the host country and in their homeland;
- to control his voice and intonation;
- to keep the attention of tourists during the lecture and answer questions competently.

In lectures of the second type the tour guide:

- presents the program of the excursion to the tourists;
- gives a lecture about the visited cities and tourist sites with economic, geographic, cultural and political information;
- answers to tourists questions;

makes actions related to the organization of events

Events in tour guiding can be entertainment, cultural, cognitive, congress, sports and theme (e.g. – domestic evening, evening & dating, evening for tasting, evening for various sites of national importance).

Events in the practice of tourism resorts in Bulgaria are characterized by the following features:

- The event is a service that is characteristic of a longer stay in the same touristic place.
- The event includes a range of services – transportation, accompaniment to sites visited, food and drinks consumption, entertainment.
- The events are a product of the specialists in organizational and brokering units. Organizational features are essential when events are sold during the stay in the touristic areas, and mediation functions are fundamen-

tal in the implementation of prepaid and included in the total price events (e.g. a tour of the resort).

- The event is more general concept than excursion.

Events meet the needs of a modern man of concentration pleasures during the holidays. Events are closer to the club forms of stay in the center of which is the collective life in a hotel or tourist complex¹⁶.

The tour guide studies the program of the activities that tourist complex offers when preparing events. He performs extensive advertising for the event and presents to the tourists its purpose and content. At the same time he settles payments. He should be prepared with the terminology if translation is required.

During actual events – entertainment, cultural, cognitive, congresses and sports – the tour guide performs specific activities and operations. When there are entertainment events he organizes accommodation, provides comprehensive information for Bulgarian cuisine, dancing, manners and customs and Bulgarian costumes. He controls services, the ordered menu, and he encourages tourists to dance Bulgarian dances. When there are cultural events the tour guide translates if necessary. This also applies to cognitive, congresses and sports events.

➤ Activities related to sending tourists

Two, three days before departure the tour guide certifies tickets into the agency concerned and complies the last meal with the time of departure. At the same time he reminds tourists not to forget their luggage and documents. Upon leaving the hotel, he traces the taking of passports at the front desk, the return of the keys and uploading the luggage on the bus.

¹⁶ Ибришимова-Кръстева, Екскурзии и екскурзоводско обслужване, Бургас, 1995, с. 46.

It is recommended that the baggage is loaded before breakfast. After boarding the bus tour guide presents himself to the driver. The tour guide sends the tourists to the station or to the airport and assists them in settling the last formalities. He finishes his work when the train or aircraft departs. When sending tourists the tour guide is required to provide non-confrontational contact and to settle customs and border formalities competently. He must establish the opinion of departing tourists on their stay in the country and to arouse in them a desire to re-visit.

When sending the tourists the tour guide has specific tasks that are associated with making a protocol if there is a missing person at the transfer station, if there is lost or stolen luggage, if the vehicle is delayed, etc.

Within one or two days after the dispatch of the group tour guide is required to give an account in the company for the costs incurred. He describes all incurred costs chronologically and by type of service (meals, transportation, etc.). The tour guide prepares all of the costs incurred by cash payment and forms recapitulation. In case of overruns, he should personally pay. Accounting task of the tour guide includes shaping specification of primary, complementary and other contracted services; drafting a protocol for services which were not provided, the preparation and presentation of information about the problems in the offering the basic and additional services.

➤ **Activities related to the different means of transport**

When traveling by bus

Information provided to the tourists before the trip:

- information on the identity of the driver, his knowledge of the destination and the country;

-
- phone and address of the bus company, special features for recognition of the bus, size, equipment, seats, features;
 - information about the characteristics of the client (arrival by train shortly before departure of the bus, additional extraordinary changes, additional provision of a bus and a hotel, local customers, problem customers);
 - information about the characteristics of the hotel (breakfast buffet only for individual travelers, groups only at extra charge, too high or low standard, type of single rooms, nutrition, how to give a tip);
 - information about the specifics of the program (what it is liked or did not in previous tours, which are "troubled days", where are the strengths and weaknesses of the description which must be observed, which is new, rules on holidays, information about transportation of the luggage if the bus can't be driven on the streets of the museum centers);
 - information on financial frameworks of the tour guide services (usual tips, transporting luggage to the rooms or reception, cocktail greeting);
 - preparation of the distance especially in the early days, including departure from the place of departure if it is not certain that the driver knows the way;
 - addresses and telephone numbers of the partners of the tour operator in case of emergency;
 - addresses and telephone numbers of the bus company and the hotel to be left home.

Shortly before departure:

- exact meeting place of departure (about 35-40 minutes earlier);
- determining a location that is clearly visible when the bus is not there, or if the bus has come – close to the place of embarkation, so that newcomers to see it;

- greeting arrived tourists;
- transmission of luggage to the company;
- monitoring of disoriented, wandering participants, especially if there are many busses at the place of departure;
- greeting the driver, first contact and information, creating an opportunity to speak with him alone on the route and in the hotel;
- hanging sign or poster on a bus of the tour operator;
- indicating the seating places, assistance when taking seats;
- friendly conversation with tourists to build a sense of security, no intense conversations with individuals, attempt to make contact with more people, remembering names;
- building trust;
- help with uploading their luggage on the bus;
- marking the arrived tourists in the list;
- secure storage of travel documents, especially currency;
- should not be allowed to share information about travel documents;
- testing of the microphone;
- if there are tourists delayed – trying to connect to them on the phone, trying to obtain information on the delay by the agency or tour operator, waiting 15 minutes – as agreed with the tour operator;
- if you leave and someone has not come – leave a note for him if possible.

Departure:

- once more counting the tourists, checking their names, because it is possible that some have gone to the bathroom and so on;
- greeting to tourists, the tour guide is standing and facing the tourists;
- driver makes an explanation of the technique on the bus;

- explanation of the organization in the bus (drinks, toilet, smoking or not).

On the road:

- an introductory report, shaping the journey through comments accompanying the trip reports and music, do not use the microphone very often;
- planning breaks through every 2-3 hours and alert the driver as agreed (duration and time of break, setting the watches, clear indications of the meeting place);
- giving directions to the toilet;
- service in the bus; passing the corridor and ask about any desires, short talks on service, providing a sense of security among tourists;
- striving for greater collaboration with the driver; conflicts and differences of opinion should be hidden of the group;
- clarifying which individual tourists will get a room together.

Upon arrival at the hotel:

- exhaustive presentation of the program for the day in the bus (additional information about the exact time for dinner at the hotel);
- presentation of the evening program;
- explanations about the city – the first orientation, guidance on opportunities for spending the free time, use of vehicles during the time after dinner;
- setting the rooms on reception if possible without the group;
- giving the keys for the rooms, last information on the microphone for dinner, breakfast, morning departure;
- when the bus does not stop at the door and all the guests rush to the reception with luggage – calming tourists, accommodation at the lobby bar, away from the desk;

- providing a list of the tourists and their room numbers – single and double;
- optionally a phone call to the hotel to confirm the number of the rooms, arrange the meal plan;
- the driver should not always be given the worst room;
- avoid preferences of particular clients; should be made compromises for the older people but in that way others will not feel deprived;
- waiting at the reception if claims for rooms;
- when possible store the currency in a safe.

During the stay

- organizing greeting cocktail and goodbye dinner (if provided);
- influencing on the optimal service, depending on the customs of the country, the category of the hotel and the price paid by the tour operator.

Before departure:

- faster billing and payment the evening before departure to avoid unnecessary and unpleasant surprises;
- check the bills of the mini-bar, phone, video and more;
- checking if all tourists have received their passports from the guide;
- withdrawal of currency from the landfill;
- organization of the tips for hotel staff and local guides;
- check the fuel in the bus;
- verifying that all keys for the rooms are returned.

When returned:

- activities are the same as for arrival, besides final lecture and check are not on the bus.

➤ **When traveling by aircraft:**

A few days before departure:

- checking airfares of tourists (name, place of origin and destination, time of departure and arrival);
- check the list of flights;

- duration of each flight;
- type of airplane;
- distance to individual airports;
- list of links (train, bus) of the guests to the airport.

Before the flight the guide must be provided with:

- rooming sheet;
- passenger list data, preferences of seating position;
- passport sheet;
- list of specific guidelines;
- schedules of incoming planes, trains, buses and their numbers; timetables of the flights, their duration and delays, distance between airports;
- print the reservations of the flight;
- final confirmation from the company with address, telephone, fax and name of the employee and manager;
- check for open payment, vouchers, road fund in the passenger check and a form of the account;
- forms of the tour operator for reports;
- personal telephone of the responsible tour operator and his conditions;
- business card.

At the airport, at the point of departure:

- check incoming flights (if the flight is irregular because of bad weather or delay the guide should prepare an alternative flight or to call the tour operator);
- check if there is a flight delay at latest two hours before the flight at the airport;
- ensure desires of tourists by the reservation;
- if no written preferences to choose the best seats;
- help guests at the check;
- clarify the issues.

During the flight:

- establish a list of baggage (check number of luggage and each personal luggage);

- use the time to get to know with tourists;
- report stopovers, local time and any delays;
- assistance in completing the forms to enter the country;
- arrange a meeting place after landing.

During all other flights:

- guidance on the specifics of each country landscape structures using different perspectives.

Immediately after arrival:

- wait for all tourists at the pointed place;
- make an appointment for a new place after taking the luggage;
- help tourists passing customs control if they don't understand something;
- help taking the luggage;
- remain at the tape storage till the end if problems arise so everybody takes the luggage;
- if there is lost or damaged luggage immediately to make a written application;
- contact with a local guide in the arrivals hall and specify times and transitions for the next day;
- accompany guests to the bus;
- watch the luggage;
- arrange with local tour the bus transfer depending on the time of arrival and the duration of the flight;
- present a precise program and the time and place of the next meeting;
- confirm the return flight personally at the airline office;
- gather international and domestic tickets, because it facilitates the next check and tickets can be issued on time;
- airfares must be kept in a safe place.

Check-in:

- the guide should arrive at the airport two hours and a half earlier for international flights and half an hour for domestic flights (and depending on the size of the group);

- the tour guide should carry in hand airline coupons;
- be careful about the size and the weight of luggage (as required by the airline), ask about the current state of baggage and adjust the list of luggage;
- submit airline coupon at the counter of the airline (for international flights present passport for travel);
- monitor specific desires in determining the seating;
- take boarding passes and tickets for the luggage;
- hand out boarding passes to the tourists;
- hold tickets for luggage;
- check the sector and make an appointment with the tourists for boarding.

In the flight back:

- check the individual baggage until the arrival to the home airport.

1.3.2. Reporting activity

- **Documentation for welcoming, accommodation and services of tourists**

In tourism there are developed standards for operational accountability. Operational accountability is a system to provide current information about individual members of the tourism activity for a period. In addition to the general mandatory reporting forms – expenses and income order, advance report, specific documents are used. In tourism the customer pays the price of a package tour in advance and receives a voucher or ticket for excursion.

Documents that are used in the work with clients are:

- a voucher – a document confirming that the tourist is given prepaid services. The Tourism Law specified as mandatory elements:
 - voucher number;
 - issued by ... date;
 - route;

- name of the guide;
- date, place and time of appointment;
- description of task performance – transfers, excursions, cocktail;
- information about the tourists that will be served – nationality, number, name, ticket number, features and more.

When the tour finishes the tour guide applies program to the report.

- ticket for tour – with date, time, meeting point, hotel, room number, number of tourists (adults, children) amount, contact to the company;
- order with excursion program;
- list of tourists – depending on the specific needs may include other details such as:
 - name of the tourist;
 - date and place of birth;
 - address;
 - passport data;
 - special requirements and interests and others.
- schedules – for the individual tours, events and other activities. They contain the following details:
 - name;
 - type of vehicle;
 - days of conduct;
 - a meeting point and time;
 - a price.
- an advance report – a document giving an account of the money spent during the execution of the tasks.
- a confirmatory note – a service that is used in the system of tourism, it is issued by the guides to confirm the services received by the hoteliers, restaurateurs, transportation and other businesses. Basically it is similar to the voucher. Not having to carry large amounts of mo-

ney. Widely used for transportation services. They contain the following details:

- number of note;
 - ... for given tourist services by ".....";
 - a number of the group;
 - nationality of the group;
 - type of service (listed here the services);
 - number of tourists;
 - amounts for individual services;
 - name of the guide;
 - a number of the proxy to the guide, date of issue.
- a financial statement – a document giving an account of the expenses incurred during the trip or event. It is subject to all receipts – tickets of tourists, invoices, receipts, tickets entrance to museums, parking and more;
 - power of attorney – authorizes the guide accompanying the group to sign payment documents, bills and invoices, and other confirmatory notes, which carried out the payout for a trip;
 - a rooming list – a document issued by the organizer of the tour and is designed for pre-notification of newly arrived tourists and requires in this context basic and additional services;
 - a passenger manifesto – a document prepared for the airline who owns the charter program. It is a list of the passengers involved in the flight. It includes the names of tourists in rows and seats, the flight date and the destination¹⁷.

The documentation for welcoming, accommodation, service and accounting for all costs of the group has to content data on nationality, group number, a number of tourists, the name of the tour guide, the date and duration of services. For

¹⁷ Джанкова, С., Екскурзоводство. Методическо помагало, Фабер, Шумен, 2006, с. 30-32.

all services provided which are a part of the program for the group (luggage carrying, transfer, theme nights, etc.) the tour guide must issue a confirmation note form. When he need to pay pocket money to the group or in case of other random miscellaneous expenses the tour guide receives cash advance.

Confirmatory notes are documents of accountability and serve as a basis for payment. They verify the provision of services of the group by type, quality and amount. The received books with confirmation forms from the contracting authority of the trip for a group can't be used by the tour guide for other groups, such as unused notes or books will be canceled. The tour guide does not receive a document when issued a confirmation note. As an exception he can get the so called "expense of the customer" with data about type, quantity and value of the consumed food and drinks by the group.

The serial number of the book and serial number of the confirmation note or the voucher record in all documents issued by the specialized organization that provides services (hotel or other).

As soon as a service is done, its value has to be established and a confirmation note has to be issued, in all cases, without exception. When it is baggage transportation, using a bus or rent a car it is usual to issue the confirmation form when you release the bellboy, bus or car, when the service is eating in a restaurant – after the meal. When the breakfast, lunch and dinner are carried out by the same waiter, you can issue one confirmation note for the whole day, and to write down the number and the amount for each meal – breakfast, lunch and dinner.

The guide record in the daily financial statement printed on the back cover of the booklet issued confirmatory data notes. The financial statements are recorded expenses paid in cash from the business advance, instead of number of

confirmatory note entered document concerned with the amount not to apply it

The tour guide enters in the daily financial report (which is printed on the back of the book with confirmation notes) all the data of the issued confirmation notes. He enters data about cash payments and enters the type of the document for this money.

After the departure of the group the tour guide sum up the costs of individual documents and makes financial statements in the recapitulation (the last page of the first book) as well as books and copies of confirmatory notes.

At least one or two days after the departure of the group the guide brings the applications – voucher, protocol, specification for hotels and other in the relevant accounting receipt. When the tour guide serves groups on a round tour in the country – which means that he sends a group and meets other group, he is required to prepare a financial report of the group that sends and immediately send it to the one who ordered him to serve the group. In this case a specialist from the company must check within 1 day and report the tour guide to the accountants. They must accept the report and conduct a full review on it.

The registration number of the voucher is indicated in the document for welcoming, accommodation and service of the groups. When the tour guides serve individual travelers, they don't receive a confirmation note books and don't prepare financial statements because the documentation for the service accounts to the person receiving the voucher.

➤ **Forms – papers and reports**

Administrative tasks – reports and accounts – are also important activities of the tour guide. Over the years, there are developed various types of forms and reports for the process of traveling and serving in various destinations. This diversity can be expressed with the following types:

- a report on local guiding;
- a final report for the journey;
- a report of tour program;
- a report at the end of the trip.

A report on local guiding

This report is made depending on the requirements of the tour operator – for a week, for 14 days, or per month. It refers to the contacts established between guides and tourists during opening hours at the tourist spot. It covers complaints, special requests from individual guests, accidents, cases of illness, loss of documents, theft and trouble in foreign countries. The tour operator is awaiting instructions for irregular transfers and trips, as well as working with local businesses and agencies. The tour guide may make suggestions for possible improvements to the stay of the guests in the tourist place and thus increases the value of the tour. Thus he contributes to the guests to stay happy, to the tour operator to win respect and guests' loyalty. These reports are sent each week to the tour operator with applications (passenger list, a list of transfers, a list of hotels, tickets, open letters, etc.).

Final Report for the trip

These reports are related to the course of a journey from the early rounds until the return of tourists in their homeland. Here are mentioned transport conditions, stay and food during the tour and/or at the tourist spot, picnics program, collaboration with colleagues. Here should be listed the extraordinary events. Unlike local guiding, where guests rotate continuously, in round trips abroad the tour guide takes care of tourists during urban, round, language or cognitive tours. Additional here should be noted the atmosphere and the mood in the group, the needs and expectations of customers, the individual wishes should also be recorded when planning the following routes and maximize the services of transport companies, hotels and colleagues.

A report on program excursions

When organizes a tour offered in addition to package holidays, the tour guide completes a form with the number of guests, additional services and accepted amounts. The tour guide gets a commission for the sale, depending on the purpose of the trip and its duration. These commissions are recorded into the forms. He fills another form with the used rental cars and others, for which he earns commission in various sizes.

A report at the end of the tour

At the beginning of the tour the tour guide receives vouchers and money (currency) for the settlement of planned and unplanned expenses. Revenues and expenses are reported and calculated at the end of each trip by the tour operator.

Such revenues are:

- changing the type of the meal in the hotel;
- substitution of the type of accommodation;
- transfer of the flight;
- additional reserved services from the catalog of the tour operator;

For any revenue is drawn a receipt. Revenues may be in the form **of cash, checks, a credit card statement or a receipt.**

Anticipated costs, depending on included in the tour operator services are as follows:

- hotel, food, transport expenses;
- entrance fees;
- a fee for a local guide in a foreign language;
- tolls;
- fees for highways and streets;
- parking fees;
- charges for medical treatment;
- fees for copying, telephone and fax;

- any accommodation expenses of the driver and the tour guide;
- costs of the tour guide;
- food costs of the guide.

Contingencies may include:

- care and attention to the guests (birthday, wedding, VIP);
- amendments to the bus;
- bills for doctor visits and medications.

All income and expenses must be supported by receipts and invoices. For your own security it is advisable to prepare a copy of the receipt. You should use the safes in hotels.

Tour operators like TUI apply accounting terminals for guides in a destination in order to facilitate and simplify the reporting of reservations and excursions. They are the same as attendants on board of the German railways. TUI distinguishes between the large and small version of the terminals.

The tour guides share data with local agencies through magnetic stripe cards. They can use information about the excursions that are offered by a specific hotel. These are descriptions of tours, hours, discounts, payment type.

The short version terminals for accounting guides used for credit card payments and help limit the large amount of invoices. Tickets are still prepared manually.

1.3.3. Problems during the tour

The following list shows common mistakes in operations carried out by the tour guide – the leader in terms of guests:

- communication with large groups (ex. separation exploring the city, occupying good positions during the explanations);
- information about opening hours when visiting (working hours for the holidays);
- information on technical equipment (e.g. lighting option);

-
- clear and accurate data for the rendezvous, unambiguous reservation;
 - proposals and the exact time of the meeting;
 - assessment which type of report is suitable for a bus and which is for the tourist site;
 - planning of the main points;
 - proper planning of the program in case of bad weather;
 - flexible approach to the standard program (shifting);
 - accurate planning of breaks and use them in a different way (coffee, toilet, purchases);
 - regular handling of your own records;
 - at junctions, traffic lights, surprising turns into side streets to wait for all members of the group;
 - staying calm despite the tight schedule (not to be constantly looking at the clock, not to explain walking, not walking very fast, etc.);
 - deliberate choice of location so that participants are not exposed to the sun and troubles (ex. having to look up and be standing in the mud);
 - where possible, if there is a long explanation to offer seating;
 - paying attention to biorhythm;
 - to know well the needs of the guests and the distance (photo stops at appropriate places);
 - meaningful filling the pauses of waiting;
 - good thoughtful plan;
 - implementation of the program, written when an object must be removed to replace it with another of the same value;
 - for organizational change: don't offer many alternatives because the group splits;
 - the tour guide should be facing the group, the group must form a circle, and the guide is aside;

- the tour guide should pay attention to the weakly dominant participants in the group; not addressed himself to a participant (ex. the one sitting on the first seat); if in the bus someone asks an interesting question, the tour guide must repeat it loudly that everybody may hear;
- check everybody in the group;
- to plan lunch time when working with large groups or there is little time (to choose 2-3 menus on the bus and make order in advance);
- to insist on better seating areas for the group and a better quality of food (view refreshed air not be near the entrance of staff);
- not to insist on the same start of breakfast, so that some of the tourists prefer to sleep, while others prefer to have more time for breakfast;
- require the waiter fast invalidation because extras to beverages must be obtained quickly;
- when having a meal does not sit with the same people;
- give guidance on appropriate clothing (for cold churches and castle, humid caves);
- to give instructions about dangers;
- to give instructions for precautions against thieves and secure storage of valuable things;
- not to allow walking in the bus on the road, the tour guides should leave their place to ask about the condition of clients;
- buy admission cards to all tourists and then collect the money in the bus when they are not included in the price;
- to solve problems, such as the type of the room;
- leaving guests waiting in the bus while dividing rooms;
- wait at least 10 minutes at the reception after the check-in into the rooms;

- it is necessary that tourists can continuously find the guide? His room number should be given only by the reception in an emergency;
- to know information about the phone and mail, to provide coins for telephone and postage stamps;
- to care for the disabled or those with health problems, but there should be restrictions if anyone expected that the tour guide will continually fulfill these commitments.

Chapter 2

TYPES OF TOUR GUIDES

In the Middle Ages tour guide services were expressed in protection from robbers and smuggling through safer roads. In modern tourism there is a need for accompanying and introducing the culture of the locals. For that reason it is impossible to avoid specialization of the tour guides who could be the most common and used so far, as well as there are more untraditional and new types, approved by the constantly changing requirements and needs of the tourists. They are a part of new, extreme tours as horse expeditions, diving trips, rafting tours and others. Organizing and conducting tours depend on the age of the tourists also mark specificity on the basis of which can be differentiated the tours – excursions for children, for elderly tourists, vacations for young people and family vacations for middle-aged tourists.

The Common European market doesn't mean that the tour guides requirements should be harmonized throughout the European Union, because of the free movement of the work force within its borders. Specialization and competitiveness of the activity will be driven primarily by internal company standards and procedures, and also by the personal qualities of the tour guides¹⁸.

There are several classifications of tour guides, depending on the criteria, on which they are arranged on:

- The most typical and traditional regarding the affiliation of the guide to the subject of tourism are:
 - leaders;
 - local guides;
 - representatives of the tour operator;
 - national guides;

¹⁸ Ибришимова-Кръстева, Екскурзии и екскурзоводско обслужване, Бургас, 1995, с. 93-95.

- based on the types of tourism activities;
- based on the age composition of the object of tourism;
- based on the dynamics during the tour.

2.1. Based on the affiliation of the guide to the subject of tourism

The organization of different ways of relaxing in the form of tourism has separated itself as a specific area of implementation of community service, giving the tourism a basis to be called **a field**. In terms of productive, socio-political and spiritual activity it is possible for the **tourist activity** to be identified and its **object** could to be identified too – people (**tourists**), who need rest and recreation. Its subjects are the **companies with their personnel** and the results of their activity are **tourism products**¹⁹. Tour guides as representatives of different tourism companies and organizations can be:

- Leaders

Tours outside the country, especially when there is a language difference put the tourists in a foreign or at least unusual environment. Their inclusion into the group is most often dictated by the desire to not be alone. The advantage of the group tours is in the fact, that it is organized by a tour operator, who accomplishes his care for the tourists using authorized personnel. The main functions of **the leader** include accompanying the tourist group during the tour and to deal with all the administrative and financial matters which would normally burden the individual tourist.

It is an obligation for the leader to supervise all the pre-paid and negotiated by the tour operator services, to evaluate their quality and, later, to give his opinion regarding the job

¹⁹ Рибов, М., Туризмът в ерата на качеството, Тракия-М, София, 2003, стр. 29.

of the partners of the tour operator, especially when they are abroad (hotels, meeting companies, transporters and etc.).

In order to fulfill his functions, the leader must have a very good knowledge in the field of transport. For example, he should know very well the location of the different services of the airports, the order and sequence of services for the passengers in them. Accordingly, for airplanes, he should have an idea about the services, which are offered and some of the specifics of the service during the flight.

- Local guides

Local guides accompany the tourists and are obligated to give information about certain tourist place or region. Their connection with the tourists starts at the transport hub (most often a station); at the hotel; at the office of the local travel agent or at a certain landmark. When they serve a group, their functions are complementary to those of the leader. They provide services to individual tourists too. The most common services, which local guides provide, are tours of cities, also known as "panoramic view", tours of reserves and other natural, cultural and historical attractions.

The product of the local guide has the ability to be specialized in different types of interests of the tourists. For example, presentation of natural landmarks to students; to nature lovers; to specialists; or a tour of a city, thematically focused on the history, architecture, or just a walk for the purpose of a close contact with the everyday life of an unknown for the tourists city.

A positive element of the tourist service is when local guides were born and live in the tourist village. The foreign tourists see and meet in them not only the nation, but they live temporarily with a part of the inhabitants of the country, which they are visiting.

- Representatives of the tour operator

The motive for them to be referred to as guides is unambiguousness in a big part of their functions. The difference is in the level of accompaniment of tourists. The tour guide, as well as the representative meets the tourists and offer them tour guiding services on the territory of one tourist place, while the local guide is hired by the incoming travel agency, and the representative is an employee of the tour operator, whether he is a local citizen or from the same nationality as the tourists. The main task of the local guide is to give information about the region, and for the representative – to supervise the implementation of the contract obligations²⁰.

A few services, included into the complex tourism product and offered in the permanent residence, may be due to different reasons. In tourism in Bulgaria they are clear. The tourists are attracted by the low level of prices, and nowadays, by the highly rated hotels. The activity for economization of the free time of the tourists is poorly developed. The fact that tour operators include in their product only one excursion gives the tourists some freedom, but it requires more work on offering directly by the representatives.

One of the main obligations of the representative is organizing an information cocktail soon after the arrival of the tourists. Like the leader, who accompanies the tourists in different places, like the local guide, with whom they visit cultural, historical and natural landmarks, the representative enters them into the environment, in which their holiday will pass²¹.

- National guides

Specialization of guides on national level, i.e. national guides, means mainly higher status to the locals, received

²⁰ Baum, T. & Mudami, R. (1994) A Ricardian analysis of the fully inclusive tour industry. *Services Industries Journal*, 14 (1).

²¹ Ибришимова-Кръстева, Екскурзии и екскурзоводско обслужване, Бургас, 1995, с. 77-84.

due to higher education, a license by a central government authority: committee, agency or Ministry of tourism.

- Regular tour guide

Tasks of the regular tour guides in the destination

With the arrival of the guests at the airport in the destination begins the real activity of the regular guide. The arriving guests are in a state between euphoria from the beginning of the vacation yearn for rest and recreation and exhaustion from the difficulties over the last days and weeks, from the preparation of the tour and the tension of it. This is an opening stage for display of the qualities of the guide. The first impression from the guide and the representative at that place is with a crucial importance for the further course of the vacation and for the embracement of the guide as a figure of help, when there are questions, requests or problems.

Transfer and conversation during it

A friendly, refreshing greeting for the arriving tourists precedes their allotment with the help of the granted by the tour operator list (optional) on the already waiting buses for the transfer of the guests to the reserved hotel or the vocational facilities. In the everyday practice there is a difference between an accompanied and an unaccompanied transfer.

When the transfer is unaccompanied at the airport, before the bus has taken off, the guests are provided with the necessary information about the first hours of their vacation:

- Greeting from the tour operator and the tour guide;
- Specification of the time/time difference;
- Duration of the travel to the place of accommodation;
- Information about the first meal;
- Invitation to an informational meeting on the next day.

When the transfer is accompanied the guide himself accompanies the guests to the reserved hotels and vocational facilities. During the travel the guide should provide the following information:

- Greeting from the tour operator and the tour guide;
- Specification of the time/time difference;
- Duration of the travel to the place of accommodation;
- Information about the first meal;
- First short data about the country and the local people, eventually differences from the native land (food intolerance, quality of the water, convenience of sleeping, etc.);
- Invitation to an informational meeting on the next day.
- Orientation/directing to the information table and the information map in the hotel lobby;
- Contact person at the hotel, respectively the name of the colleague;
- Information about registration at the reception and distribution of the rooms;
- Bank (money exchange), safe;
- Wishing an enjoyable vacation during the stay.

During the transfer back to the airport in the day of the departure the guide should monitor for the guest to take their entire luggage, their valuables from the safe, to hand over the keys from their rooms and to pay their additional extras at the reception (a mini-bar, phone, paid TV, etc.). At the airport the guide should give instructions about luggage check-in, passport and custom control, free shops, to say goodbye to the guests and wish them an enjoyable flight.

Introductory informational lecture "welcome cocktail"

The tour guide is a host and with his personal attitude and appropriate behavior he takes care of the fun and friendly atmosphere, which for the tourist in most cases is positive at the beginning of the vacation. This conversation for the new guests is usually held before the lunch the day after the arrival. A carefully selected, with the help of hotel management, room, a typical country drink (important: do not serve alcoholic drinks), maybe even mild local dishes to eat ("tapas"

in Spain, cucumbers in Shprevald, olives in Italy, etc.) create an appropriate atmosphere. The welcome cocktail contains the following informational elements:

- greeting;
- presentation of the guides;
- informational hours of the guides in the hotel lobby;
- other information options for guests (e.g., card, board).

Detailed information on:

- **the hotel** – respectively the holiday facilities, their service and furnishing, mealtimes, the voltage of electricity, telephones, postage, a room for watching television and broadcast by radio, a mini-bar, a safe or a safe deposit box for storing valuables such as passport and jewelry, tips for maids and waiters, and included in the price of services and extras;
- **the vacation place**, its facilities for spending the free time, shopping opportunities, post offices, banks, currency exchange, monuments and museums, churches, cinemas and theaters, sports facilities (swimming pools, sea – possible risks, deckchairs, beach umbrellas, boat rentals, bike rentals, tourist trails nearby);
- **the area**, e.g. links to public transport, taxis, car rental, landmarks and other attractions;
- **offers for picnics**, their clarification and subscription options (distribution prospectus materials and price lists);
- **the exclusive offers**: entertainment and take-off program, special address for the target group, for art lovers, fans of adventure, lovers of good food.

At the end of the welcome cocktail is recommended to schedule an information hour in the hotel lobby.

An information card and an information board

The information Card (exclusively for private information for the guest) includes:

- greeting and information call data;

- information hours of the guide;
- in some cases, information for guests traveling by plane, train or bus, as well as self-drive;
- information from A to Z (e.g. agency, car rental, banks, work schedules, postage, telephone charges, tips, customs arrangements);
- hotel information (meal times, extras, features);
- take-off program;
- map of the area;
- schedules of public transport;
- address of the nearest doctor;
- opening hours of the temples of different religions;
- transfer (time of departure, maid service, transportation of luggage, airport charges);
- travel conditions.
- An information board (if necessary clearly visible for examination board) in the hotel includes:
 - greeting with data for the period of information call and information hours;
 - councils;
 - promotion of trips (with a complete listing of the responsible organizers) and a brief description of the excursion;
 - prospective description of the particular hotel;
 - information about the return flight.

Information hours

Information hours are work plans held by or prepared by the main or the responsible guide weekly in the hotels, respectively holiday facilities which should be served. As a rule, these information hours are held several times a week in each hotel – the guide hears all desires, queries and problems of customers and provides information which includes:

- giving information;
- booking and selling trips;

- rent a car, scooters, bicycles and more.;
- adoption of the desired extension of stay, rebooking the flight;
- acceptance of claims and their processing;
- handling special needs.

Working time of the guides comes from the work plan, prepared by the main or the responsible guide and provides one day off a week, which is worked off – as the free holidays during working days. Paid furlough (in accordance with the established basic rate) should be used out of season.

Throughout their working hours guides are required to wear uniform with the company logo. It aims to contribute to the orientation of the guests and represents visually the company. Very strong in payroll/regular guides is the share in the management and in the office, providing written documentation (e.g. information cards, travel information, lists of transfers, accounts, work with vouchers, different lists, reports, opinions, etc..) and commercial requirements (reports, sale of trips, control of the services, answering to complaints).

2.2. According to the type of the tourist activity

Guides according to the different types of tourist activities can also be included in the group of those, who are classified according to the subject of tourism, precisely to various tourism companies. But for more detailed clarification of their obligations and the related requirements, guides can be included in another group, respectively, in a group of different types of tourist activities, which make various products, and, according to them, guides can be classified in the following order:

► Guides in museums

Typical for museums, as landmarks, is that according to their name (from Greek – a temple dedicated to the Muses),

their activity is not directed only to tourism. In our literature it is defined as: collecting, exhibition and educational. Central to the latter is the guided lecture and a main figure is the guide. His tasks have much in common with the guide in tourism but first are the specific tasks, so it is reasonable to be given special attention. In some countries there is an independent group "guides in the arts".

The qualification characteristic of the museum tour consists of academic, special and methodical preparation. To become a mediator between exposure and visitor tour guide must have a thorough knowledge on the subject of the museum, to have studied the scientific literature, to have a broad general knowledge, to be familiar with the historical and other attractions in the vicinity of the museum, where the greater part of the exhibits comes from.

For guides in museums is inherent greater specialization, resulting from the specific scientific material in their work. Nowadays the museums are divided into two large groups: museums of the development of society and museums of nature. There are different qualifications but most often visited by tourists are: historical, archaeological, ethnographic, military, artistic-historical, scientific and artistic (known in Bulgaria as galleries), where are exposed works of fine art, paintings and prints.

The guide service in museums is not a mandatory part of the tourist services. It is most often sought by tour groups and individual travelers with higher requirements. Classifying and inscriptions of the exhibits allows visitors with limited background information to get an idea of the subject of the museum.

➤ Guides at congresses

Specifics of congress tourism have an impact on the requirements of tour guide services. In general, these features

are: business meetings of representatives from different nations with common interests, limited time, higher payment options. The main functions of the guides at the congress tourism are related to translation services at meetings, attendance at business meetings and leisure time of the participants in congresses and of their travel companions.

Some of the *congress programs* include visits related to the theme of the meetings. These can be economic, social (hospitals, schools), cultural, scientific and other objects. In these cases, the guides are both translators and attendants. They are required not as much general, but more of specific knowledge in an economic or socio-economic sector of life.

Unlike other tour guides in international tourism there is work with highly educated audience, and the higher prices of guide services require corresponding qualification.

When accompanying at congresses a big signification has organizational capacity of the tour guide, as in most cases he has to independently make decisions promptly, which are different in their nature, to take care of issues related to transportation, time and place of meetings, and more.

A typical **guided program for congress events** has two versions: free time for the congressmen and for attendants during the meetings. In both cases these are tourists with more experience in travel whose are able to make comparisons with other countries and other conferences. In planning and conducting these tours it is necessary to dose cognitive and entertainment effect according to the composition of the participants²².

► Guides on cruises

Under "ship tour guide" of large ships are understood various tour guides such as *cruise director*, which corresponds

²² Ибришимова-Кръстева, Екскурзии и екскурзоводско обслужване, Бургас, 1995, с. 86-90.

to *the main guide* (competence for the overall functioning of the program, for solving any modifications of the route), *animators*, *employees in the tourist office*, *hostesses*, responsible for entertainment (organizing shows, have competence for artists and of the course of the entertainment program), and *show excursion manager* (responsible for the take-off program). Individual professional appellations, depending on the tour operator, can be excluded and on smaller ships multiple functions are performed by one person.

In cognitive cruises it is usual for the tour guide during the voyage, to prepare trips on land in the form of walks, while the trips themselves most frequently use the services of local guides.

In modern tourist terminology it is adopted for being on a cruise to mean traveling in large lakes. Tour guides can be compared with tour operators and tour leaders, because they perform the same functions. Organization of the stay on the vessel is approaching them to animators. During their stay in the ports they can take over the functions of tour leaders. In many of the cruises guides are mainly animators due to the residence of the tourists mostly on the ship.

The cruise is specially planned tour, "going and returning" with entertainment on board and organized excursions on the coast. The ship is a home to the passenger during their journey. There is also a large selection of cruises, combined with flights for customers, who wish to arrive at a given place and thereby continue their journey by ship into the sea. Cruises offer a wide choice of cabins. The ship has many platforms as prices go down downwards. The cabins are of different sizes, and all are single class cruisers. The food is always excellent and entertainment – varied (games on deck, swimming pools, fitness classes, lectures on various topics of interest, dancing, etc.), There is the possibility of complete rest.

Every morning the tour guide receives the program for the day from the manager. There are various programs. The "brief stop" includes more days spent in a resort. A two-week cruise can be combined with a one week stay at a hotel. Different people go on cruises and it is important for the travel agent to find the right cruise for every client. The size of the ship and the number of passengers on board are essential factors that the tour guide must respect when he choose and implement the program. There are different sized vessels, which are measured in gross tons. On a heavily loaded boat, carrying as many passengers as possible, the space is less, but prices are lower and the ratio of the crew to passengers is lower. When booking cruises, the consultant should consider the choice of a tour guide according to the interest of the clients, their number, the size of the ship and the proportion of the ship crew members to the number of passengers.

Factors influencing the prices of cruises are: the length of the cruise; type and amount of cabins; position of the cabin; season of the trip; number of people in the cabin; vessel density. The price depends also on the board – hotel stay, food and entertainment, as well as opportunities to visit foreign ports.

To help the client choose the right cruise, the travel agent should be familiar with the routes, prices, the way to make reservations, types of cruises, the combined with a flight cruises, special offered accents and suggestions. The travel agent has to consider customer`s needs and to put himself into client`s shoes, in order to choose the perfect cruise for him. All these features must be taken into account when choosing a tour guide as well.

The tour guide can take brochures before departure and study them to collect the necessary information. He must be prepared to answer questions from customers. Some of the most exciting topics for them are: *shore excursions, how to proceed in case of illness, issues related to health and ap-*

pearance, contacts with the outside world, suitable clothing, tips. Each tour operator has its own style for transmitting information in the brochure for offered cruises. The brochures are usually attractive and clear and full of beautiful pictures. Reading the guide booklet is a way to get to know the road geography and gain information. By the brochures the client is informed about the penalties, when the remainder of the payment is due, the amount of the deposit for the booking and about special discounts. Through them, the tour guide can show the location of the cabins, bars, restaurants, lounges, pools, sleeping cabins, in exact proportion to all important areas. In the brochures significant statistical information will be found about the ship: tonnage, length, width, speed, decks, passengers, crew, staff, density, etc.

► Diving guides

This is another specialized form of guide services. Its substance is in the realization of the known information – guided activity during cruises or visiting exotic destinations. *The special feature of this type of service is that the tourist meets the territorial waters of the particular tourist destination by diving.* Unlike traditional guide service, where the primary task of the tour guide is to conduct informational and commercial activity, focused on acquainting visitors with the history, culture and contemporary life of the city and the country, *here this activity is focused on the research and familiarizing with underwater life and inhabiting sea species.* Particular interests of tourists are the remains of ships, learning about the history and the legends of these findings, as well as diving as a kind of sport activity. Exactly in acquainting visitors with the above mentioned things is the principal informational activity of the diving tour guide.

There are several types of divers: test instructors; air and underwater lifeguards; journalists, photographers and

filmmakers; divers in the field of recreation. The latter are the subject of this review.

The main task of recreational divers is to provide safe and fun activities for the tourists during their journey. They play the role of a tour guide, teacher, provide entertainment and advice tourists during the journey²³. To practice this profession and to be called "professional", each diver must pass through several required training courses. Also required are skills in the maintenance of the equipment, the vessel, the compressors and engines, operations, related to booking, as well as planning and preparatory activities. They must be familiar with the accompanying computer equipment, underwater photography and video, emergency medical assistance above and under the water. Other requirements are knowledge of foreign languages, knowledge of the aquatic environment, geographical structure and morphology, as well as the history of underwater finds in the particular destination. Also mandatory is the command of a specific set of characters and specific signals, which are used underwater, as well as a presence of accreditation.

To become a diving tour guide, it is required to go through courses. Within the tourism industry NAUI instructors are the most highly qualified and dedicated to their work. They have an extremely high level of education and skills to teach, competence and professionalism. The courses provide acquiring degrees for diving guides and are valid throughout the Europe. In Bulgaria the diving center in Varna is a part of the professional training program for NAUI, thereby the instructor offers all required courses and NAUI degrees of training to acquire the prestigious degree NAUI instructor.

Besides the mandatory courses, diving guides must possess some knowledge and skills required for all tour guides.

²³ Cavlek, N, Tour operators and destination safety, ANNALS OF TOURISM RESEARCH Volume: 29, 2002, p. 485.

Such as knowledge of at least one foreign language; high level of general education with special focus on history, geography, aquatic environment; the characteristics of a given tourist destination; the constant improvement of knowledge and professional skills. In addition to that, he must also handle the special terminology in these areas.

Diving guides must be able to communicate, to handle the technology of sifting through information, to make contact with the tourists and to create a nice, conducive atmosphere in the group. They give detailed information and instructions to participants about the upcoming diving, the landmarks, who they are going to see – shipwrecks, information about the flora and fauna, inhabiting the seabed.

Besides the above mentioned, the diving tour guide should also have a strong sense of responsibility towards the life and security of the participants, as well as to protect the environment (flora, fauna, corals, shipwrecks and other valuables) at the destination, to have professional ethics and not to take risky actions.

The diving guide, as well as the typical tour guide, has different activities: planning and preparation; coordination and mediation; informing and consulting; monitoring and reporting.

- The planning and preparation tasks include: collecting and researching information on the tour participants – typically wealthier tourists with various interests. This is done in order to offer the most attractive program. The climate should be studied in details, especially the ocean conditions of the included into the program destinations. Based on that, a preliminary plan is prepared by the diving guide, which includes underwater attractions for every day of the trip, as well as other conditions, associated with the stay. Also included are: the provision of various informational and promotional materials about the attractions, careful examination the

adjoining equipment and assistive technology, distribution of funds.

- The coordination and mediation tasks are related to the settlement of the travel related documentation, making reservations, settlement payments, selling additional services related to the cruise, acceptance and settlement of claims.
- The informing and consulting tasks – Typical here is that unlike traditional tour guide service, where during the journey tourists are introduced to the history and culture of the destination, in underwater guiding the guide gives an advance information to participants about the landmarks that they will see. *This is done because of the inability for a contact with the participants during the diving itself.* The guide gives full instructions to the tourists about their underwater stay, and during the diving he is watching for their safety. A part of the information about the condition of the underwater environment, the temperature, pressure and others is obtained from mini computers, attached to the hands of the guides and the tourists.
- The monitoring and reporting functions and tasks of the diving tour guides include following and permanent control over the participants, assurance of their safety and prevention of incidents during the diving.

The process of diving guide service includes several stages:

First is gathering of the group of participants in the amateur diving. The group must not be very large, because the diving guide should be able to have permanent contact with the whole group. The optimum number is 10 people with two professional divers. They are obligated to have a degree of instructor NAUI, PADI or a 4 star CMAS degree. A basic stage of the gathering of the group is the establishment of the physical and psychical condition of the participants in the

diving. For that purpose every participant passes compulsory medical examination.

The second stage of the underwater tour guide service is the training of the group to work with the available equipment and familiarizing the participants with the special measures for safety. A short course is performed, and when the diving guides are sure in the readiness of the group, the trip itself can begin.

The next task for the guide is to implement the different activities: planning and preparation; coordination and mediation; informing and consulting; monitoring and reporting. Before every dive guides are obligated to prepare the equipment 15 minutes earlier for every participant and to check the technical facilities. Usually the diving has particular time, which the equipment should be complied with. Usually the view of a landmark or a territory is carried out in several dives. As it has already been mentioned, the introduction of the tourists with the following diving is done in advance by organizing informational and cognitive discussions during the trip and just before the diving.

During the underwater stay the diving guide monitors the condition of the group, takes care of the safety and seeks to maintain high interest. This is done with the help of a team of specialists who are not in the water, but remain in permanent connection with the divers in charge of the group. The participants can take underwater photos and videos, but only with the approval of the guide. It is highly forbidden to take any objects, as well as the destruction of underwater flora and fauna.

On the last stage of the underwater trip the participants get out of the water and the last ones in the water are the divers, so that they could be convinced that everybody is safely out. Very strictly is monitored the condition of the tourist, especially at the level of decompression. After they

get out of the water, participants' physical health is being checked again.

The underwater guide service is an untraditional and interesting way for introducing the underwater territory of a destination to the tourists, which is combined with an attractive sport. Because of the qualities of this type of tourism and the connected with it services, more and more willing participants are attracted to it and these qualities explain the growing interest in diving. The diving guide has a leading role in the process, because he determines the route, the program, combines several activities. Because of the risk of incidents he has to be in a full condition and to be able to lead the group and also to be fully aware of the environment, the conditions and the risks, which may be present.

Despite the danger of practicing extreme sports, endangering the life of the participants and the organizers, untraditional forms of tourism are very important for the development of the travel industry and for the growth of the income in tourism. Tourists' needs become more and more untraditional and there for people, who take care of meeting these needs, should be even more competent and extroverted.

► Hiking guides

This kind of guides is like a leader of tourist groups and is specialized in different routes. Their activity is regulated by specialized tourism organizations. Their main functions are escorting, first aid, organizing the stay.

Guides in horse riding tourism

Increasingly in the tourism practice enter non-traditional methods for providing tour guide services. Increasing supply of specialized forms of tourism is a result of growing interest in the adventure, fun and excitement. As an example might be given the horse riding guide service as well as the previously mentioned underwater guide service.

Now, as in the future, people are attracted to horse riding. The romantic of the traveling, the communication with animals and nature, create wonderful conditions for leisure.

Features of horse riding tourism

Specificity of horse riding tourism is in the fact, that the success depends not only on the organization of the expedition, the readiness of the person, but also on the qualities and condition of the statutory companion – the horse. A big role in the success of the horse riding tourist expedition has the ability to see and understand the condition of the horse, the knowledge of the main zoo hygiene rules for exploitation, feeding and safety techniques. These features the guide should introduce beforehand to the tourists, participating in this type of tourism.

Each individual tourist is given a personal horse, which is consistent to the height, weight and level of preparation of the person, who is going to ride it. Horses should be healthy, hobnailed and given the necessary for the purpose equipment (bridle, saddle and harness for personal items). A group of 10 people, who will be riding on a mountain route, needs not less than 13 horses: 10 for the tourists, 1 for the guide, 1 dray horse, who will carry the equipment and the fodder stocks, 1 spare for change in case of an ill or traumatized horse. According to the length and the complexity of the route the number of the horses could be up to 15-16.

Work and obligations of the guide-instructor

During the hiking he except a leader is a mentor and advisor on all matters related to the trip. He is legally responsible for the safety of the tourists, horses, group equipment and for observance of the rules for protection of nature. The guide-instructor organizes gymnasiums and mass cultural events, provides information about the landmarks along the route, ensures the discipline and a high level of awareness among tourists, especially on issues related to environmental

protection and safety. He manages all aspects of the preparation of the horses, controls their condition, cleans their hooves and fixes their horseshoes. For this purpose he must have specialized equipment. In some cases during the tour he provides urgent veterinary care. For this purpose it is required a veterinary kit with a certain set of drugs and items: cotton – 0.5 kg; wide bandage – 5 packs; 10 mm syringe, 2 vials iodine tincture and other materials.

Many of the horse-riding tourists are fully on self-service and lead a life in the field. This means that they themselves built camps, tents, cook over an open fire, they choose a place to sleep and camp, find firewood, organize rosters, take care of the horses and the equipment.

These activities are organized and controlled by the guide-instructor. But he needs the active and adequate assistance of the tourists. Only the personal involvement of each member of the group in all events can provide the required order and positive microclimate in the group.

► Guides on info tours

For advertising and popularization of a certain touristic region could be organized info tours about tour operators and journalists. Expenses about such form of popularization are justifiable only if something exceptional can be offered to tour operators²⁴.

Working with media is especially important and for that purpose it is necessary to design a strategy. It is important to be found out which journalists write about tourism in the relevant central and local media. Also, to send them regularly information about what is happening in the region, especially then there is a special event.

²⁴ Pastorelli, J., *An Interpretive Approach to Tour Guiding - Enriching the Experience*, Frenchs Forest, NSW: Aust: Pearson Education, 2003.

Before searching for a connection with foreign journalists, it is necessary to research the foreign publications on tourism. If possible, it is recommended for the journalists to be invited to an info tour. When inviting foreign journalists can be arranged free flights through some of the tour operators. It is best for the info tour to be connected with a really impressive event.

For organizing of info tours for tour operators and journalists it is required a special organization of the guide service. Instructions in organizing of guide service for info tours for journalists and tour operators are built on rules, some of which are about journalists, others – about tour operators, and others are common rules.

Following instructions are recommended to be followed by the tour guides for the purpose of efficiency of the info tour:

- The duration of the tour is organized within not more than 4-5 days, because, journalists, as well as tour operators, are busy. The tour must comply with the peak periods of occupancy of travel agencies.
- In the composition of the group, if opportunities allow, should be invited tour operators separately; if not, groups are organized of representatives of 4-5 tour operators, who work in similar tourist areas. For journalists the optimum is about 10-14 people.
- The hours of the individual visits are specified, as well as the departure/return to the hotel. The guide should try to observe the following of the announced schedule, especially for the end of the "workday". If there is a problem with the program and some of the activities are late on schedule, participants should be warned and the reason must be explained to them.
- The guide should stick to the previously announced duration of the individual visits. He should closely mo-

nitor for any signs of boredom and, if they become obvious, to simply end the visit.

- Lunches – it is not recommended for them to be long (this applies to Englishmen. Italians like to eat their lunch longer.);
- Dinners – it is recommended for the guide to invite locals to join the group for dinner. It is not obligatory for them to be directly connected to tourism.;
- Breakfast – participant can prefer to have their breakfast separately, when and how it is comfortable for each one of them, or they can prefer eating together with the guide. This is why the hours for breakfast must be indicated and to be announced when and who will be there;
- It is recommended for the participants to be taken out of the bus at least once a day and to join within the program short picnics or outgoing (1-2 hours);
- It is necessary as much as possible information to be included in the *preliminary program*. To specify the names and position of the people, who participants will meet. If later on there is a change, it is required for the participants to be informed about who the new people are.
- The places to visit must be specified along with a short description, so that the participants will know why exactly whose places are included in the program.
- A list of the participants is applied to the program. It must be send as soon as everybody has confirmed their participation. The English like to know beforehand who they are going to be traveling with.
- It is important not to forget to indicate at the end, who has sponsored the tour; if there are free lunches or dinners, the names of the hosts should be mentioned.
- Participants must be informed beforehand about what they are getting for free and what they should pay for. Usually organizers undertake the expenses on hotels,

food and transport and the additional things like telephone conversations bills, bills in bars, newspapers are paid by the participants. It is best for this to be specified in writing before the departure and for the guide to announce it.

- The group should be informed in advance about the weather and for the type of clothes they have to take with them (for example an additional sweater or a swimming suit, is a formal wear necessary), as well as other information like is any vaccination compulsory, about the local currency and money exchange (to bring money, not traveler`s checks).
- Various commercial and informational materials are sent along with the program, and also are prepared packages, which are distributed then the guide meets the participants. The packages must include a map, where places to visit are clearly marked. Placing a "Welcome" tags and a business card of the hotel in the rooms is a gesture that will be appreciated. In tour operators` rooms can be placed also direct offers with prices.
- Informing the people, who are going to be visited, about the composition of the group and the purpose of the visit and also about what would be interesting for the guests. Before every visit the group is reminded again who are the people that they will meet.
- If it is necessary to have longer journeys from one place to another, it should be made right after breakfast or lunch, when people can sleep in the bus.
- When leaving in the morning, a short overview of the day is made in the bus. When the program for the day is over it is necessary the time for dinner to be reminded again.
- The bus has to be at a certain place, ready to leave at least 10 minutes before the meeting. The guide also

should be there, having written in advance the numbers of the rooms of the participants, so that he could react quickly, if someone is late.

- A stop/coffee break must be provided before the lunch and the afternoon.
- Representatives of the media are not interested in seeing the hotels, but for the tour operators this is mandatory. They have to see 2 or 3 rooms, dining areas, the bar, as well as the offered opportunities for leisure (sauna, swimming pools, fitness, etc.). It is recommended that the owners/managers meet them themselves and within a few minutes present their hotel. At the end the tour operators should receive promotional materials and net prices for the different periods.
- Pictures – some journalists bring their own cameras, but most of them prefer to use professional pictures/slides. It is best for the local/regional organization to be able to offer a good selection of their photo library. Otherwise the pictures can be selected and afterwards²⁵.

2.3. Based on the age composition of the object of tourism

With the term object of tourism are indicated the served tourists in tourism industry. There are some features of the services for the different groups of tourists offered by the tour guide, classified based on age criteria. Three main groups of tourists are considered under that criterion:

- Tour guide services for children groups

Features of conducting outdoor classes with children

²⁵ Mossberg, L. (1995), Tour leaders and their importance in charter tours. *Tourism Management*, 16 (6).

Outdoor classes are a learning process during which the student learns something new. **Cognitive content** is always inseparable from **the moral and educational impact**. So as the open discussions, the classes inside are one of the forms of education. The knowledge that students gain through the open lectures is based on the direct perception of the surrounding world, which determines the specifics of their implementation.

For outdoor classes also require logical consistency, orderliness, clear and accessible presentation²⁶. An essential feature of the fieldwork is the leading role of visual perception, which forms the subject line, determines the composition and content of the lecture. The composition of visual objects and the sequence of their display often depend on external factors, not on the guide. The guide is not always able to determine the location of the viewpoint in the order, required for the logic of the exhibition. The natural arrangement of the object in the environment needs to be taken into account. Although this is often hard, the guide is required in these conditions to find logical connections, using different methods for conducting the outdoor lesson.

The second feature of these lessons is the **correlation** between **the story and the vision**. During lessons on architecture prevails the vision. The story has a subordinate role. But as the guide has the opportunity to display the theoretical part in a hall in the hotel, in the outdoor lectures he can limit his lecture to information, explanation, demonstration of what is already known by the children from their theoretical lessons. The outdoor lecture always has to be full and rich, but minimal, because standing in one place kids get tired very quickly, which is often supplemented by unfavorable weather conditions. Therefore the material should not be

²⁶ Cohen, E., The tourist guide: The origins, structure and dynamics of a role. *Annals of Tourism Research*, 12 (1), 5-29, 1985.

over flown with information. It has to be accessible, understandable. All difficult points have to be explained right away, it is useful to ask children questions, but not to require and answer by all means. It is better for the guide to answer these questions. The lecture is understood better if the children are asked to find an object or to discuss an interesting topic with them.

Duration of the outdoor lecture

The duration can be 15-20 minutes, if the goal is to be introduced one or another section of certain subjects to the children. If the guide has the intention of conducting a more thorough lecture and to show a number of churches or to visit a certain one, the duration of the lecture is longer, but not more than 1,5 – 2 hours. The amount of the viewed attractions could be one or several. But the objects should not be a lot, because it would be boring for the children. Recognizing the fact that the group of children learns the material easier in motion, the number of the objects can be exaggerated on the account of shortening the material.

It is useful when examining the objects, in the structure of the knowledge to be included elements of a game. For example, showing an architecture object is supposed to begin with the common, i.e. with a discussion about how the object is situated in the environment.

This part of the lecture is better to be held without offering the group already existing thesis, but to walk around the object with them, so that they could find the answers to their questions by themselves. The guide should have ready in advance thesis, but also to give them to the children unobtrusively, directing them to the necessary viewpoint during the tour. Through discussion of the already seen things the guide should push them towards the right decision about which point is the best to be chosen for a survey and that it can provide.

Requirements for the route

The route – this is the path, which the group is following. He is composed of two parts – objects and passages from object to another. The route is built so that it could reveal the theme and provide completeness and logical sequence to the lecture. Compiling a children's route, the guide is obliged to provide the safety of the movement of the group through the city. The number of crossings of streets should be minimized and be at special points. If using any transportation for the purpose of moving from one object to another is necessary, the guide must watch for the children to all go into the bus and get out of it at the same time. For that reason it is better the group to be accompanied by an assistant guide.

Methods of conducting outdoor lectures for the examination of an ancient church

- *A choice of a place*

When introducing the object, the guide must choose a place for the group, which the object looks most efficiently and decisively from. During the examination of architecture objects, they should be walked through first, as the capacity design can be evaluated only in motion. During the walking there should be a couple of key stops, from which could be shown the features of the concrete architecture object and revealed the planned theme of the lecture. When choosing the place for observation it is supposed to be kept the best distance to the observed object. When observing from afar the group should be paying attention to the common impression, and when looking closely, the guide is supposed to show the details. When approaching the fortress wall, for example, it appears a feeling of its power, and, when moving away from it, that feeling is often lost. For example, those, who have seen the Kremlin from the coastal street on Moscow River, remember that from there the fortress walls looked like a decorative fence of the Kremlin buildings.

The following list helps the guide with this type of visits:

- *Positioning the group.* The best placements of the group on stops are considered the placements of the listeners in a half-circle around the guide, so that everyone can see the object and hear the guide. The guide should never be standing with his back towards the group.
- *Sequence of the review.* The review should be purposeful. To take into account the rules for the transition from the known to the unknown, from the nearest to the distant, from the general to the particular. The peculiarities of the visual perception should be taken into account.
- *Means of performance.* The guide orients the attention to the object using a verbal description and gestures. Gestures can make the story more emotional, but they must be measured and must not distract the audience.
- *Methods of performance.* Some main methods of performance are used during the introduction of architectural objects:
- *A preview.* The review should always start from the preliminary view, guided by the above mentioned recommendations. Its purpose is to fixate the excursion object in its urban or natural environment. The object has to be named and given a description, starting by the general esthetic perception, interaction with the environment, drawing attention to color and other characteristic features. This is followed by analysis of the object.
- *A method of excursion analysis.* Excursions analysis applies to show the essence of the object at the architectural theme – to get acquainted with the basic features and details of a particular architectural style. Once the object is displayed, except the name must be mentioned: the date of construction, the architect, the guarantor, the reason for the occurrence, possible reconstructions.

Proceed with the analysis, starting from volumetric and spatial structure, for that purpose the group should

stand in a spot from which this structure is best seen. An assessment of the composition with a focus on the core composition is made. Such core in the churches is the interior and often bell tower. Then are shown all the components of the interior and is given information about their significance. Proceeding with the analysis of the main components starts from the church interior. Indicating its floors and purpose of each floor (ground floor and upstairs), indicating the key elements: pulpits, domes, portals. If the temple is seen on the west side from which the pulpits are not visible, do not rush their display and show them only in the relevant point. If the object is seen from the north or the south side, where the altar projections are seen partially, only indicate their presence on the east side of the temple. The same applies to the gates. Then move on to the architectural analysis. Make an overview of the building materials and design features of the church interior. Reveal the artistic completeness, addressing decorative symmetry and asymmetry, centricity. Highlight contrasts and rhythmic repetition of details. Indicate what decorative tools the architect has used. The purpose of the guide is to reveal the characteristics of the target style or tradition and to show by what items they occur in this monument. If it is possible to refer to other monuments it should show the new, non-traditional, which appears in this object. The whole material should be divided into sub-themes according to the path on which go the overview of the subject. After church interior, pass to analysis of other parts, which completeness and consistency are determined individually for each case and depend on how interesting they are for the revealing of the theme.

The following methods can be used in this type of lectures:

- *A visual or verbal reconstruction.* When displaying an object or an ensemble it may often be necessary to submit their replacement. In this case it is necessary to

use visual or verbal reconstruction. The basis is the rule "from the existing to non-existent". First show what currently exists. Then offer tourists to mentally build up or reject the later overlays;

- *A visual comparison.* In some cases the lecture is appropriate to be built on the basis of comparison. Comparing two or more objects can show how with different construction and decorative methods artists achieve different impression or some functional and other advantages. The comparison can be done between two objects near each other, reminding of earlier seen objects or presenting a picture or drawing of a comparison object;
- *A location of the events.* With the architectural theme is also useful to revive the analysis of the object that represents some events that happened in the past or present. This is also a reconstruction but in the case of reconstruction of the events;
- *Methods of storytelling.* In the past it was known, that in outdoor lectures the story plays a subordinate role. Nevertheless, there are certain requirements to the story. It should be in a literature language style, clear from words-parasites, it must be logical and consistent. In the lecture are usually applied the following methods:
 - *an excursion transcript* – a report on the basic data for the object, on the events, associated with it. In the story can be included, for example, a reference about the architect, to the guarantor, etc.;
 - *a characteristic of the object* – it is a slide show of different properties and qualities of the object. Usually each analysis starts with a description. With a characteristic, summarizing what has been said, can be completed the analysis of the object. Explanation. This is an extended story of the object aiming to disclose the causal links. Relying on what he is sho-

wing, the tour guide explains to the audience what they see. Since it is assumed that the theoretical material is given to classes in the auditorium, explaining outdoors can be compressed and limited to a reminder;

- a reminder of what has already been seen and heard;
- a comment – it is an interpretation of the events. It is used, for example, to express a personal opinion about the object;
- a reportage – operative exposure of the material during the movement of the group;
- a quote – the quotation must be short, long is not usually very well accepted.

➤ Guides on youth trips

Over the past 50 years of XX century in Germany were created many not prosecuting profit and non-profit youth travel organizations which organize vacation stays mostly for over seventeen years old people. Along with financial, organizational and pedagogical issues, and the need to promote themselves on the tourism market, these special organizations every year face the task of recruit, train and implement in their business thousands of **youth guides** and counselors.

To these youth guides and other guides are set a lot and high requirements: they must have language skills and knowledge of the countries, have experience in tourism, have organizational talent and capability of interacting and reliability, responsibility, safe behavior, to be able to organize social and sports events, etc. Voluntary they may show and offer, but also to enforce activities, rules of order, virtue, because of the most part they work with young travelers who want to be masters of their own holiday.

The purposes of traveling in the country is promoting healthy activities of the participants, and when traveling

abroad – understatement between nations. In the mid-'60s as a further pedagogical purpose was added the use of leisure travel. This is followed by surrender to the own interests of tourists: social learning of communication with yourself and the group becomes more important than learning relations with others. The international aspect runs in the background, the personality of the individual, the group gains teaching burden. This reflects in the educational programs of youth tourism organizations.

Continuously are conducted various courses for youth holiday offers for guides. Some of them deal with "kitchen practice in self-service vacations". On the one hand, the aim is to maintain low prices for the holidays, and on the other hand, the goal is to conduct a vacation, organized by the group themselves. The preparation of meals under the responsibility of the group management offers outstanding opportunities to include training in geography.

With the exception of the kitchen and technical aspects (meals with a moderate price, quantities left from the buffet, quantitative data, work instructions and expenses) under consideration is the issue of whether the plans of the meals give opportunity for a cultural study and how the local cuisine should be considered.

Furthermore, on self-service vacations there are different forms of social study in the group: on one hand the specific for the group elements as joint cooking, shopping and cooking of the meals, but on the other hand – the forms of meta-communication for social behavior, in which origin most often are built disruptions in the vacation flow.(for example some young people never want to help, some of them do their part so late, that the eating process must be late, some are constantly capricious during the eating, etc.)²⁷.

²⁷ Mace, H., *Les modeles de geslion des services touristiques*, 1987.

In many cases, youth guides even have to contribute financially to the training courses. During the journey, they often work more automatically and don't get paid or receive only pocket money; some employees even have to pay the half of the cost of the trip.

Among the unpaid staff of some youth tour operators there is a large fluctuation in the staff of about 30-60%, and therefore is lost valuable experience from youth work activities. Only because of the willingness of many young people to engage for free are possible well served tours in small groups. On the other hand, it must be asked whether sometimes the volunteer work is not over exaggerated. In most cases, the participation in work is possible from the age of 18 to 21. A precondition is generally a participating in a basic training (duration from a weekend to a week). Recruitment happens almost exclusively during school holidays (Easter and summer). The costs of travel and accommodation during training and the start of the employment almost everywhere are covered by the tour operators. Training sometimes requires a small fee. Daily fees while participating in the work are the so-called "pocket money".

Training and further qualification

Company training has different topics: pedagogical for the youth travel, travel techniques, law, geography, medicine and hygiene (first aid), organization of a program, animation.

Large organizations or youth unions offer thematically specific additional trainings.

➤ Guides for adult tourists

About 23% of citizens of the European countries are now older than 60 years and their share is constantly increasing. Until around 2030 people over 60 years are expected to reach around 37%. Today the elderly are included alongside the younger generations in the tourism intensity. While today only 65% of all German citizens take one or more holiday

trips, 50-60 year olds with their 60%, 60-70 year olds with 55% have a bit below average tourist intensity of all German citizens. Only in more than 70 years old citizens with a rate of travel of about 40% have been noted a significant decline.

It is therefore not surprising that in recent years the tourism industry particularly uses this target group which has the highest income for a year from annuities and pensions and has a lot of free time, especially in the developed countries.

But so far the tourism industry has no significant success in offering special programs for adults, only a few small specialized tour operators can provide their clientele. The majority of people from this age are not interested in these programs. According to BAT – Leisure research institute, 63% of them have a negative attitude towards travel programs for adults. The label "adult vacation" causes rather resentment and is not attractive.

While special programs for adults are avoided appears visibly increased participation of older generations in certain travel by ordinary programs. They most often choose urban, cognitive, round or hobby trips, long vacations or cruises. There the tour guide more often among younger participants in the journey comes across a circle of people who are found more in "trips for adults".

Planning and implementing such preferred by elderly people trips should be (along with the knowledge of the tourism industry) oriented primarily to the knowledge of gerontology to correspond more to the needs of a given target group. Good concept foundations for trips for adults can be included in the ordinary program. Therefore guides should be aware of the problems of older people; they must have knowledge of the aging process and be able to evaluate the social situation in which these people.

- gerontological research shows that reaching a certain age should not necessarily mean a loss of abilities and

skills. There is not an aging process, but individual styles and forms of aging that along with biological age are determined by many factors such as education, occupation, economic status, gender, living environment, marital status and more. Everyone ages differently. Particularly possible are short term memory difficulties. Between fatigue because of old age, on the one hand, and physical and mental passivity on the other hand, there may be an unpleasant relationship;

- it is possible to occur losses in the physical ability to work, however, they are not necessarily certain. Some activities may take longer;
- the same applies to health. More frequent can become problems of hearing, vision, and circulation. Possible calcification of the bones easily leads to serious injuries. As a rule, the time to recovery of the body will be longer;
- the behavior on the vacation in terms of teaching, education and cultural interests barely differs from the previous age levels;
- some holiday activities, compared to previous age levels, are decreased slightly, other activities such as walks, tours, contacts with other tourists and intellectual activities that are expressed in the visits of the events of all kinds, come to the fore;
- older people travel for the same reasons, as the younger do. Becoming very important is the desire for prophylaxis and rehabilitation of health, as well as more social contacts;
- as a rule, older people have less travel experience and language skills.

Knowledge about the work of the tour guide

The guide should not have prejudices against this generation. He should be able to take certain disabilities and adjust to:

- the limited hearing ability can be offset by a crisp and clear pronunciation;
- the losses in the short-term memory can be compensated by a marked repetition of important information and with the help of associations. Recommended is knowledge of game training of memory, which is perceived with pleasure by the participants;
- on the guided tours the group should more often makes small breaks in order to provide opportunities for regeneration.

Basic knowledge of medicine is required of the tour guide. They are not in his benefit only for immediate handling of the incident, but also help prophylaxis. This way often can be avoided physical congestion and unpleasant physical injuries of the participants.

The tour guide should have experience with the group dynamic processes:

- many single older people have a need for new social contacts that are daily exposed to death through natural selection or exclusion from working life. Not everyone is able to build new contacts;
- couples in the group have a tendency to isolate themselves from the others;
- in general, men tend to stand out especially in the minority.

For the elder participants in the journey on focus is the perfect organization of the trip in which the specialized training of the tour guide can even go in the background. The guide should prove that he keeps the journey "under control"²⁸.

²⁸ Sonois, J.-P., *Les perspectives dans le geslion integree des stations*, 1987.

2.4. Based on the dynamics during the tour

➤ Guides in stationary tourism

Guides who work on stationary programs are identified with the guides animators who work in the tourist resorts, clubs and hotels. Their activity is specialized and determined by the need of entertainment during the holiday. It has become increasingly popular during the last decades and is a popular under the name tourist animation.

Tourist animation and tourist information are two professional activities related to tourism services.

Socio-cultural animation is applied in tourism as a set of practice, activities and relations aimed to offer the tourist a series of cultural, cognitive, recreational, sporting and entertainment events in which he can be an active or a passive participant²⁹.

As for tourist information, it can be defined as a set of services that are provided in the tourist offices. Tourist information through tourist informants, guides, guide-interpreters, leaders, companions, travel couriers in order to inform, orient and to meet customer's needs during the trip or the holiday stay.

The tourist animator is a new tourist profession which emerged in the recent years. Initially, this professional activity evolves in the context of tourist cruises, and later is extended to other sectors.

The history of animation is particularly influenced by the pioneer and founder of this activity in France in the 30's of the last century – club "Mediterranean", which builds its chain of clubs in Europe and in the world for almost 20 years and sets an unattainable standard. Around the same time in 1936 in England evolves the animation chain "Buttons Re-

²⁹ Defert, P., Les ressources et les activites touristiques, 1972, n.19.

sorts". Only in the 70`s appear German alternative clubs "Robinson club" and "Club Aldiana". In the 80`s animation tourist programs are carried out of the clubs in hotels, bungalows and holiday centers. The chains that implement this are "Iberotel" and "Grecotel". Fourth wave in terms of the animation is created based on the idea of "all inclusive" with the founding of the two clubs in 1976/1978, which opened hotels offering sports, games and entertainment. Such hotels are created in Cuba, the Dominican Republic, Turkey, Tunisia and Austria.

The next step for distributing the animation appears in the mid-80s, when managers of medium and small businesses understand that in the good animation for guests is hiding a serious economic opportunity. Club "Mediterranean" carries the club on the boards of their ships, "Robinson" provides a new category with new standards, "Aldiana" organizes entertainment events³⁰.

Occurrence of Club Tourism

The creation of club tourism began in 1950 on the island of Mallorca. In Alkudia Belgian Gerard Blitz created a camp from American military stocks and thus became the creator of a new kind of a vacation: tourism among people with similar desires, in a casual atmosphere and natural surroundings, away from the stress of everyday life. The basic rules of the life together are replacing money with colorful beads, the personal address "you", doors without locks and tables for eight, on which people eat together.

In the same year Gerard Blitz founded the club "Méditerranée" (Med), named on the sea, on which it is located. Meanwhile, in 1954 Gilbert Trig built in Greece the first homes in the form of thatched huts in Polynesian style. They

³⁰ Tinard, Yves, *Le Tourisme-Economie el Management*, Paris, McGRAVY-Hill, 1992, pp. 321-380.

are crucial for tourism club even today, when in accordance to the growing demands of customers have been replaced with bungalows and hotel extensions (11 facilities of the club "Méditerranée" offer the available today thatched huts under the motto "nostalgia" and "vacation close to nature").

With the idea of a holiday in specially created holiday villages Club "Méditerranée" opened a completely new field for that time in the tourism business.

The idea of club tourism

The main conception of the club tourism today can be defined as: club villages, located in especially attractive in relation to landscape areas, offering to the guests a wide range of tourist offers. Besides accommodation and food, included in the reservation price, are also offered sport and entertainment programs. There are also excursions in the area. The guest can himself organize his vacation, choosing from many tourist elements. Important and decisive to the success of this concept factor is the idea of promoting interpersonal relations and communications that are lost in the noise of the big cities. This is what the founders of club "Med" wanted to achieve within the casual and idealistic atmosphere. **The animation** is a new form of revival of the activity and encouragement of the contacts, which helps guests to communicate with each other and to find new opportunities. To achieve this objective, the animation uses different resources, especially sports and games, theater shows, etc. But the animation does not mean endless entertaining for the guests it should urge the individual creativity and group activities to encourage visitors to act on their own. The animation is an important component of the concept of club tourism. The approximation of tourists uses special tables for eight for dining at club restaurants. Today visitors can choose different restaurants, but only in the main one there are common tables. I.e. they are not necessary sign of club tourism.

In the history of club tourism the basic concept of the **club "Méditerranée"** was adopted by other tour operators – TUI with the **club "Robinson" (1970)** and NUR Toipzis with **club "Aldiana" (1972)**. The discoverer of club "Med" and the subsequent offers of the club tourism have distanced from its original idea because customer demands are changing continuously. The idea of "back to nature" and "back to the simple life with friends, sun and sea" goes to the background. Fashion trends in tourism club tourism state "comfort and luxury". Program, i.e. the supply within the club tourism, is more improved and expanded over time, for example by round trips, excursions and new activities. But this will not change anything in the fundamental concept. Another important part of the club tourism is the non-cash payment when shopping in the village. In the beginning there were colorful plastic balls, as which of the colors had a different value. Lately they have been replaced with cards or credit cards.

Characteristics of club tourism

It is problematic to give a common definition of club tourism. Carriers of this travel form in Germany **club "Aldiana", club "Méditerranée" and club "Robinson"**, more and more modify the idea of the club tourism. They come up with new terms in the market, such as "Club Hotel", "City club", "country club". Furthermore, the addition "club" and "holiday village" is used by more hotels in the Mediterranean. When customers see the catalogs, they can hardly distinguish between all these, similar to each other proposals.

However, in the above-mentioned three large providers of the club tourism can be found some common basic features that serve as a basis for definition. All of them offer professional sport program, professional child care, entertainment, and an opportunity for good and proper nutrition. In most cases, the club village is located in a nice environment and offers a wealthy research in the field of animation, thereby

defines the scope of tourism supply. These frameworks make it possible to create a "readiness for communication" with the animators and among the tourists, which is the real secret to the acceptance and success of the club tourism³¹.

The club village

The club village is actually the core of the concept. It is an important difference to the club from the ordinary tourism. In most cases, it is built in accordance with the local architecture, occupying a large area (this is reflected in the size that is available to individual guests); situated in the best places according to the tourist requirements. Tourists feel good and relaxed in such a natural environment.

Limitations of the equipment and often isolated location of the village club enable the desired sense of community among the guests. Through buildings and their location club villages create the preconditions for the occurrence of club life and "communications". Club guests can be alone, can meet, can talk to each other, can play sports together and feel happy.

In a central place in the club area are situated the common buildings. This place is used for meetings. A notice board is used for giving information on guide services and the program for a day and a week. Animators offer sport training and competitions, craft work and films, shows, tours and other activities. This central part is occupied by restaurants, bars, amphitheater, disco and other common buildings. Further away are small shops and bazaars where you can buy tools for everyday needs as well as holiday clothing. In addition to these areas of informal communication and friendship villages offer the possibility of withdrawal for rest and absorption amid classical music, yoga or personal exer-

³¹ Entwicklung und Trend des Tourismus - Heftblatt № 66.

cise program. In the amphitheater every night there are different events.

Most often club buildings are built on large areas with large spaces between each of them, planted with local flora. Residential and public buildings are generally distant from each other to prevent interference caused by noise. The sense of space limitations, typical for the city, is avoided. The ideal capacity of the club area is 600-800 beds. The reason for profitability today causes building of larger and larger areas.

Corresponding to the rural character in the club mostly smaller buildings are built. At the beginning of this club tourism these were Polynesian style huts with thatched roofs. Given the increasing of the requirements for the comfort of the guests they have become bungalows and two-storey houses. There are hotels, but it is only when the building was bought in its finished state and then reconstructed. Most villages are constructed by the companies themselves – offering the club tourism. Both residential and common buildings fit into the landscape harmoniously and are not perceived as disturbing. Internal rules for building club villages are very strict and are created by providers of that form of tourism themselves. Guests should feel what country they are in.

The animation is one of the main achievements of the club tourism. It is the distinguishing feature of the club vacation, but in the meantime is copied by many other hotels. Today the term animation is often used, but there is no general definition of it. The word comes from Latin: anima – means soul, spirit. Derived verb animare means "spiritualize" or "give life". The animation is a wide term, but first of all it has the task of filling the club village with life.

On the one hand, the animation is an individual service for the guests and personal contact with them. It counteracts to the tourism anonymity. On the other hand, it should help

the visitors to get to know easily each other, to contribute to the removal and overcoming of interpersonal barriers – a trend that is growing in everyday life. The animation supports the establishment of contacts with others staying at the club. It has global objective to encourage tourists to activity and sports spirit. It should awake the interest in the visitors to the different activities and encourage them to try out innovations. This will counteract to the tourists` passive consumption.

The animator uses different tools: sports, games, entertainment, art, culture, lectures, excursions, encourages creativity in its widest sense. Purposes of animation are achieved when club life is seen as diverse and interesting as the guests feel well and in the village reigns nice, fun, friendly atmosphere. The engine of the animation is the service staff: they simultaneously organize and conduct shows, they are responsible for sports lessons, child care, etc. Animators are responsible for helping guests with different activities, teaching and motivating them. At "Méditerranée" the staff is called (G.O.-gentils organisateurs = friendly they are hosts organizers). "Robinson" defines them as ROBIN (friend). These are not employees in the traditional sense, they are not staff, but in the most direct sense they are hosts. G.O. ROBIN and live together with the guests (GM gentils members = guests of the club "Méditerranée") in the village, eat together, participate in common activities and create a vacation community. They come from over 50 countries and their average age is 28 years. Their tasks are varied. There is a specialist for sport (Sport – Robin \ Moniteure = sports teachers) for entertainment, management, activities with children, etc. G.O. and ROBIN are a constant partner for talking with guests, for the games, friends and entertainers in one. In "Robinson" on average 200 people take care of 400 guests. At the club "Méditerranée" more than 100 people are available to the 600 guests. Club "Aldiana" describes its associates as animators.

The staff normally consists of educated professionals in their work. For example, for childcare are hired people with pedagogical knowledge, for sports activities – athletes in the relevant discipline. Corresponding to increasing demands of evening entertainment and shows are attracted associates – choreographers, designers for costumes, decorators, etc. G.O. of the Club "Med", ROBIN from club "Robinson" and therefore the animators from club "Aldiana" live throughout the season – those are 4 to 6 months – in the club village area where they serve guests throughout the day, half the night, seven days a week.

In Club "Med" the manager of the village is called chef de village. As a manager of a particular type they must have the ability to communicate and organize. As a manager, he is responsible for the budget, the personnel, activities and programs, as well as the profitability of the village. As a leader he should motivate the staff, be responsible to know all the problems and find solutions continuously. The Manager ensures the quality of the product and is responsible for all activities in the village. Often he has a background of a long career at the club, as every manager began as G.O. This in-house raising, which is accompanied by a lot of training and exams which help to get the necessary qualifications and the establishment of appropriate leadership qualities required for this position.

The qualities and characteristics that the animator in the club village must have and control and can be divided into three main groups:

- qualities that do not learn: cheerfulness, be contactable, ability to experience and especially interest in other people and ability to admire;
- qualities that can be partially acquired : knowledge of people and experience in communicating with other people and ability to speak and entertain the others;

- qualities that can be learned: such as sports qualifications and specializations, geographical knowledge, foreign language, skills in arts and crafts.

In 1994 the club "Robinson" launched a tight quality offensive – **Total Quality Management (TQM)**. Today the work image is determined by the growing demand for great achievements and the growing responsibility of individuals. The motto is: do not rely on that has been done, let`s face the growing demands. With the introduction of the so called "Dual system" of management in the clubs "Robinson" was achieved one of the objectives: absolute concentration on the guest. "**Dual management system**" provides two club directors who share responsibility for the most important areas in the club. The host is responsible for the common field of entertainment, sports and service. The hotel manager supervises the administrative field. This division of labor makes it possible to optimize the organization, to have permanent presence with the visitors and thus to improve the service and the productivity. It is not necessarily the two directors within this system to be equal. Depending on the size of the club one of the positions can be occupied by a representative club director.

The providers of club tourism like club "Aldiana", "Méditerranée" and "Robinson" themselves appoint their associates after multilevel selection process (written applications, short listing, conversation, second selection), followed by continuous training and qualifications of the staff. Interest in this field of work is extremely high and applicants in most cases are much more than the number of vacancies.

The offered sports in recent years are highly adapted to the wishes of the visitors. At first were offered primarily water and land sports (football, volleyball, basketball), later joined by tennis, golf and skiing. "Robinson" and "Méditerranée" offer a very wide range of sports. This is clearly shown by the number of facilities for tennis or golf, the number of sports

equipment that is available, such as surfboards, sailboats and more.

"Robinson" has been profiled with the number of tennis courts with current 222 tennis courts with 6396 rooms in total, which means that for every 29 rooms there is 1 course. 12 of the 25 clubs have more than 10 courts each.

A look in the catalogs clearly shows that there is a clear accent in the field of sports marketing. This for example means that there are club villages that feature good facilities for practicing tennis, opportunities for water sports, golf places, etc.

Various providers perceive sports spectrum differently. Since the establishment of the **club "Méditerranée"** the use of sports facilities and training are included in the total price: in the system – all inclusive guests are offered enough sports equipment, tennis courts, and a large number of teachers and supporting staff. At "**Robinson**" tourists can use the sports equipment for free if they show the necessary knowledge (exceptions are diving and water skiing), but training with qualified sports teachers is charged extra. At **club "Aldiana"** the use of sports equipment and sports classes are charged extra.

Babysitting as a service is an ideal option for families. Responsible for the children is specially trained staff, who according to children's age makes up the programs. Even the youngest guests are involved in the sport, they participate in various sports and tournaments, have their own performances as well as their own tables and specially designed children's menu, buffet. As a rule, children over 4 years are serviced full-time in the "Aldiana" club, the "Flipper" club, in "Méditerranée", in "Mini Club" and "Robinson", in "Robbie club." Within the "Méditerranée" in the so called "Baby Club" service is available also to the youngest children, even only at 4 months.

The catering is very important in every club. In the morning and at lunch there are huge self-service buffets. This is an important part and a symbol of the club tourism. Guests eat on the already mentioned general tables for eight. This should encourage contacts between guests, each day they are together and have fun. The dinner often is superior to the lunch. It is available either a huge buffet or it is served various menu. Thus the guest receives additional diversity. As an alternative to this typical diet today there is the trend towards individualization – in most of the restaurants are provided tables for two.

It can be summarized that the main reason for the success of the club tourism are the offered services, the good organization, comprehensive and attractive prices and the general underlying in them communicational "philosophy."

It's not easy to talk about a typical club tourist. The club tourism offers an opportunity for development and activity for people from different age groups with different interests. When observing club tourists can be identified the following socio-demographic characteristics: the club tourist is usually about 30-49 years old, the average age is 40 years. The share of families is 50-60% of arrivals, varying according to the provider, the club village and time of the journey. About 25-40% are couples and about 10 – 20% of travelers are alone – single.

Through its wide range of services offered by "Robinson" and "Méditerranée" they selectively position their clubs for the target groups such as families, couples, individuals: on the one hand, are the club villages with offering aimed at families with children, on the other hand are accommodations for special needs and desires of travelers without children. The educational level of the tourists is generally high – average or higher. Most represented groups of club clientele include: managing, sales staff, senior officials, and those who

exercise their individual free professions. Club guests have a higher net income (€ 2,500 or more).

Club tourists are active visitors. "In the sun", "a lot of happiness and fun", "experience", "new impressions", "freedom", "active sports", "new friends" and "flirt and love" – these are their motives. Club tourists have many requirements. They expect from the providers better and luxurious club villages and a wide range of goods and services.

Increasingly important become for tourists experiences in the pure environment. In recent years, the natural ecological catastrophes have changed the minds of tourists. In their eyes, only preserved nature is beautiful. Representational queries show that no tourist wants to visit tourist areas with polluted beaches and landscape with a lot of buildings. The concept of club tourism is partly implementing these contrary requirements from the visitors. The club tourism, seen from different aspects, can be considered as a possible path to realization of the increasing requirement for eco-tourism. Using its typical local architecture it doesn't ruin the landscape. The club villages today have environment-friendly technologies, for example water treatment plants, facilities for heat recovering, etc., to minimize the pollution of the environment. The form of the club tourism offers the tourists a diverse and comfortable world for living and, at the same time, an ecologically clean environment.

Offering tourism club gives priority of the quality for tour operators in competition because "Club tourism" means quality and wide range of offered services. In the case of club tourism the name of the company of the club promises prestige and/or experiences. For tour operators this means specifically that they should not participate in the price competition with the flat-rate travel vacations. So pricing has freedom and space. For that reason over the years has profiled

the addition "club" or "club village" as an independent concept of high quality³².

In addition to the specific providers – club "Méditerranée", club "Robinson" (TUI). Club "Aldiana" (NUR), from 1990/91 also club "Calimera" (ITS), most tour operators are trying to participate in the development of this tourist segment divided by different offers in the catalog program. More hotels add the extension "club". In most cases the name shows that this is a club tourism. To what extent an offer is real club tourism, must be assessed in each individual case. Most modern providers are just renamed already existing hotels. They mostly occur without modifying their offers and are not worth to be mentioned. In some cases, from the classic club circuits are perceived certain parts, such as childcare, animation. Instead of full board and deluxe buffet they offer a free choice of catering. Most often, if a tourist wants to use sports equipment, he must pay for it separately, which differs from the club concept.

These providers have adopted services or at least most of them have in their programs, but not on such scale. "The reasons for the success of the club tourism lie in the fullness of its supply, the spotless organization of tourists daily lives and very attractive prices for all inclusive" – writes Scherer (1991) in the newspaper "Frankfurter Allgemeinen Zeitung". Therefore, these offers are not a real alternative to club tourism. Many of them are included in the existing catalogs of the tour operators. This leads to an independent, competitive image of these club offers on the market, which can be identified by the customers only as a (brand) club tourism.

The ordinary holiday in a hotel under a new name and service staff called animators, as well as the minor modifications, do not make such offers club tourism, nor can be de-

³² Deutsche Buero fuer Incoming Torismus № 26, № 29, №3 1 \1995-1999.

scribed as long-term strategies towards the customers. On the contrary, often demanding tourists are disappointed and left with a negative opinion for this type of a holiday³³. Profiling requires at least a separate image of offers in the catalogs the additive "club" itself is not enough. Thus, this supplement is not differentiation, as it should be in terms of the increasing role of targeted towards certain groups tourism supply.

Club "Med" is the world's largest provider and market leader in the field of club tourism. This area is the core of the company's activities with many club brands. The richest assortment of holiday villages is placed under the now legendary club brand "Med". Through it the French provider has a logo and a product that is globally famous and distributed. On the German market it is the second after the club "Robinson", as measured by the number of participants. Apart from its own innovations and diversification, Club "Med" has followed the strategy of acceptance and participation. So in 1976, it participates in the Italian "Valtur", and takes over 100% of the French provider "Aquarius" (1991), which has 15 clubs in France, Greece, Tenerife and St. Martin.

The assortment of club "Med" consists of approximately 100 properties in more than 30 countries; about 30 to 40 new club villages are further planned for the coming years. This way there must be around 700 000 new customers (Tour Desk, Bulletin № 13\March 1995). New club villages in China, Japan, Argentina, Brazil, Chile and Europe are the main goal. Today's club's offering is diverse. There are specially equipped villages for conferences, club villages that have facilities for children, even a village that is designed specifically for children. In addition to this, club "Honey" has a wide offering in the group area – appropriately equipped club buildings. Expansion of opportunities for sports activi-

³³ Sinclair, MT, Tourism and economic development: A survey, JOURNAL OF DEVELOPMENT STUDIES Volume: 34, 1998, p. 46-49.

ties (adoption of new activities in the program, etc.) and the refining of the idea of the club tourism have mediated the occurrence of villages with different quality, accents on the supply (e.g. tennis, golf, health), different target groups. In addition to the main club activities the club has several other tourist offers and products; as "City Club" (Vienna), close to the city hotel and entertainment center for a weekend or short vacations as well as for business travel. Similar are the "Villas" – small landscaped hotel located in archaeological and/or cultural and historical interesting places. The variety of club villages began initially in Polynesian style and reaches luxury buildings such as Opio near Cannes (France) with a golf court.

Robinson Club GmbH – called for short Robinson – was founded in December 1970 as a subsidiary company of Steinberg KgaA hotel in Frankfurt and TUI GmbH & KG, Hanover, based in Frankfurt. Both companies participate with 50% in Robinson. The German unification largest hotel chains with the big German tour operator pave the way for Robinson Club as a market leader in Germany in the field of Club tourism. In the beginning it was a hotel with a contract with TUI, located in southern Fyurtenventuras and although it was just opened in 1970 it had very small income. There was no tourist infrastructure. Through a new concept of TUI after reconstruction of this intimate hotel first club village Robinson was created: vacation club with animation, sports and other opportunities for entertainment in a 3-4 star hotel in a cozy atmosphere, fully modeled like Club Méditerranée. In 1974 the first settlement was opened entirely constructed by Robinson (Baobab in Kenya). Enterprises around the Mediterranean Sea, Sri Lanka, Mexico and the Alps followed. In 1989 TUI took the share of SHTAYNBERGER and today owns 100% of the Club.

This considerably expanded enterprise today has 25 club villages in 10 countries and 13 640 beds. In 1994 it opened

three villages: Residence Club Lycia in Turkey, Club Landskron in Austria and club Tulun in Mexico.

Robinson succeeds – as the number of participants – to unite the French concept of tourism and club wishes and requirements of German tourists. Its basic concept corresponds essentially to that of Club Méditerranée. Robinson understood and applied the French concept where it persuaded the German guests and turned weaknesses into strengths. This weakness was partly the language barrier, which in the past has deterred many German tourists broke with Club Med, but also low comfort in the villages of Club Méditerranée in the beginning.

As a market leader Robinson accepts the challenge: not to follow but to implement individual trends. In 1994 it began a major offensive quality. On the 25-year anniversary in 1995 Robinson alter their presentation and communication strategy. With the promise of "time feel" Robinson responds to changes in the social environment of the society and changing values. A clear sign is also the new organized catalogue. With timely appearance it adapted to the new requirements.

Parallel to update the advertising manifestation introduces the Internal and Total Quality Management. 8 phase model as it covers all business areas with the clear aim to improve the quality of products and services for guests. An intensive training of all staff at the club's headquarters and necessary restructuring such as the system of dual leadership in clubs have been established.

Aldi Club has existed since 1972 as a mark of NUR Touristik. The first club occurred with 600 beds in Senegal. After that the construction of this brand has stopped for 10 years. In 1982 two other villages were made (club Calabria and Fuerteventura). Since then, there is a coherent expansion of clubs: 1983 in Tunisia, Kreta 1984 as the first ski club in Austria (St.. Christoph in the Arlberg). Club Aldi also turns

primarily to the (German) families. The number of visitors in the first year is between 10.000 and 11.000, since it has risen through the expansion of capacity.

In club Aldi All inclusive formula means otherwise different from that in the club Honey and Robinson. The use of sports services are not included because, according to Aldi no one should pay services which are not used. Basically generally club offering is similar to that of Robinson and Mediterranee (babysitting in Flipper Club). Particular attention is paid to the improvement of housing and nutrition in existing buildings. Clubs may be rented, may be owned by the company or managed by management companies.

The potential of club tourism has not been exhausted and the possibilities of this type of tourism are very large. To what extent this potential for club tourism club be drawn depends on how it will be accepted, offered on the demand side, how do you perceive the potential club tourist content and its image. In the future generic product will not exist because of the increased differentiation of individual club forms, which today are special offers for target groups within the Club Méditerranée and Robinson.

Using **animation programs** in modern animation provides developing the idea of an animated model adopted in the concrete practice. Although this is a creative process composition of the program is a subject to certain principles. Programs are essential, weekly and monthly.

In drawing up a basic animation program must be observed a certain ratio between the animated areas of commitment of the events as themes and conditions for holding, alternativeness and interchangeability of individual events venue. The first requirement is related to the effect of the program, with its maximum extend of satisfying the needs of tourists, the distribution by districts must ensure optimal attendance and justified spending for animation work. For

this purpose, the project makes the events which include all applicable income animation events, indicate the optimal number of participants during the course and the appropriate age of the participants. This project selects a sufficient number of events that will make up the main program. The second requirement for the main program is its relevance and applicability, so it acts grouped by regions, determine the period of repetition, the convenient day and time for implementation. Day and time of the event depends on various factors such as: the days of arrival and departure of tourists planned and paid trips, medical and sports services schedule for use of facilities, transport, etc. The place is always determined in two versions especially when outdoors.

Monthly animation programs are a specification of basic programs and are binding. Depending on the latest and most complete information about the arrival of the guests the schedule of animation events is prepared in calendar days, the final venue and exact time. The preparation is done according to the compliance with certain technical principles:

- a day of arrival and departure is left free;
- at the beginning of the stay providing events that contribute to the adaptation of tourists and also to raise impressions of the animators on the face of the group;
- the most interesting events are distributed in about 2-3 days before the end of the stay;
- the sequence of some events depends on their commitment;
- the start depends on the free time, the nature and duration of the event, the opportunities to enjoy the premises and other facilities.

The weekly program is operational program for animators, changes may occur in it only by the request of the tourists and at the discretion of the animator that some events do not adequately meet the tastes and interests of tourists. They

reflect and change as a result of bad weather for the annulment of a particular event.

➤ **Tour Guides into the long distance tours**

When traveling in the Third world the guide becomes a key figure in intercultural learning more than in Europe. Most often he is not well prepared for this task, even if he has completed a tour of cognitive trips as follow rhythmic history, Egyptology, sinologist, geography or sociology. In some developed countries motivational seminars for tour guides in the Third World are conducted, according to them the guide must:

- be aware of their key role as intercultural teacher;
- be aware of how far he is opened to others, especially for people from other cultures;
- to test their own way and the ability to communicate;
- to become familiar with the difficulties of intercultural perception (which means that he must be aware of the patterns of perception and value systems of their own culture as well as with the foreign, to understand better their own prejudices and those of travel);
- be aware of the field of tension in which he operates: as a neutral representative of one of the two cultures, he must mediate between travelers from industrialized countries and visitors from developing countries and must disclose in an attractive way the host country;
- to understand the developing political relations and to transmit them to the tourists in convincing form.

The thematic key points are the intercultural perception, the international dependence, tourism and development. The guide should be prepared for this, anticipating the specific situations in the guests, using their own experiences and movies to understand deviant behavior and misunderstandings, and to test possible responses to them.

Evolving political motivation and intercultural training guides for the Third World still remains limited to these guides, which tour operators enable to participate in seminars.

➤ **Tour Guides on sightseeing and cognitive trips**

The number of destinations subject to cognitive trips is very large; also within the main target countries have increasingly expanded the differentiation of supply.

In cognitive trips the main purposes are acquiring and expanding the knowledge of a fundamental preoccupation with the country, cultural places and people. Visits for examination, trips to historical sites and improving language skills are also included in the forms of learning that characterize a cognitive journey. For cognitive journey man imagines a group travel in which the principal is one type as a teacher. With travel cognitive the perception of respondents is connected to planned process, strictly defined course and learning. This work will use the term cognitive journey, but in the sense of interaction consistent with the intuitive sensations ("educational trip") and according to the plan learning and education ("cognitive journey") in order to not only to expand knowledge but to integrate it with the experience.

Cognitive travel is generally characterized as follows:

- provide a program of visits that must be respected, but which offers opportunities for small additional programs based on the interests of the group respectively for the independent activities of the participants;
- most visits take the form of a round-trip in which often overnight for one day and then move to another location. Increasingly popular, not only among older participants in the trip are those with a stay in a permanent headquarters from which tours are taken in a route as a star;
- the tour guide accompanies the group throughout the trip and in all visits. If there are local guides as well, he will prepare, in some cases supplemented and/or ends

their interpretations to build thus the thematic coherence of the journey;

- the organization is through specialized tour operators;
- the most common transport for cognitive trips is the bus, even in distant departure trips going by train or by plane;
 - cognitive trips generally have a duration of one to three weeks and may sometimes at closer located places to be shorter;
 - unlike mass travel in large groups (such as. Club Méditerranée) cognitive journey is performed with inspection groups (small groups) and therefore does not mediate much quoted and negatively evaluated experience of "mass tourism".

Criteria that distinguish the round bus trips from the cognitive trips are:

- Group size – according to the number of seats in the bus/limited number of the group (25 to 30 participants);
- a description of the program – in general, a greater share of the entertainment highlights of the program/detailed description of the program, naming not only the local but also monuments to visit;
- a greater burden on the hardware – often detailed description of the hotels, bus facilities and sometimes board service/greater weight of the program compared to the hotels that are usually quite short listed according to their category; except cognitive trips location;
- instead of tour guiding – parts of "passenger escort" or "host" for the bus service and explanations of parts driver as a guide; overall leadership by local guide/greater involvement of guides by parts even roll listing; higher requirements for the corresponding knowledge qualification; leadings where possible through the guide;

- in cognitive trips – in part by providing additional information materials (e.g. Books, travelogues, literary instructions, etc.)

In the case of ignorance of the nature and content of the different types of travel, such as from transport and travel companies, travel is not declared correctly and accurately to potential tourists.

Compared to the full-time tour guides, whose tasks are largely organizational-technical requirements for guides on the round and sightseeing trips are more complex. Along with organizational service of the group he has a task to explain and interpret the interpretations and explanations by the sights during the trip. There is a close contact with the group rather than the full-time tour guide, who offers only a brief information hour a day or several days a week. And therefore his ability to cause understanding of tourists visited the country and its inhabitants are larger. Requirements of the guides on sightseeing trips are similar to those of cognitive travel guides, but at last they are on a higher level.

In some cognitive trips in the catalog a scientific guiding is ensured (in the meantime, however, for legal reasons, has only rarely); thus they become an important part of the tourism contract. A guiding can be defined as "scientific" when it is a specialized focus in line with the theme of travel. Indisputable in this sense trips with exceptional and unique theme, so e.g. geological and zoological cognitive trips. However, in most cases, cognitive trips are dedicated to the art and culture of a country or a historic place and consequently thematically finished. Often there are lots of equally important main themes. So a scientific guiding a person is always when it is carried out by a scientific expert, i.e. of a scientist whose specialty has significant links with the special theme of travel led him.

It is necessary to proceed from an academic education of guides to be satisfied the definition of "qualified research guide". This includes those who have successfully completed a master's degree, scientific-oriented studies, doctoral students in the final semester, dropping the meantime continued to work scientifically and proved this through specialized publications and self-education, which must also identify themselves through specialized publications.

The listed types of tour guides show significant differences in their functions but also have a common goal – the spare time. The organization of the free and tourist guiding profession require additional preparation on both sides of the market for this type of work. Tourism enterprises need guides (mainly training for drivers and attendants in transfers and trips to nearby tourist sites) only for high season and more specifically on certain days of the week. The necessity of temporary guides to meet the occasional needs is increasing³⁴. Should not be overlooked the training and qualification of permanent guides, and absorption of several guiding skills to combine and integrate their knowledge in terms of increased demands of the tourists.

³⁴ Buhalis, D; Licata, MC, The future eTourism intermediaries, TOURISM MANAGEMENT, JUN 2002, p. 210.

Chapter 3

ORGANIZATION OF THE TOUR GUIDE SERVICE

3.1. Interactions between the tour guides and the Tourist Information Offices

Guides interact with tourist information offices in the various resorts and destinations, it is therefore necessary to know the specifics of their business.

Desks can be defined as public services subject to state institutions. Their aim is to inform and orient tourists during their stay or travel through free provision of data, information and advertising materials.

Types of tourist information offices can be:

- National tourism offices abroad, subject to national tourism bodies. They are located in the main countries sending tourists in Bulgaria;
- Tourist offices subordinate to regional areas usually provide information on both the field and the whole country;
- Municipal tourist offices subordinate to the municipal administration provide information about a specific location;
- Local offices, subject associations and private sector companies as well as public and private sectors tourist events- they provide information about the locality and the region.

The main functions of the tourist information offices:

- Easier to get information about tourist resources with working time and cost of the visit;
- Easier to get information about tourist activities – cultural, entertainment, sports and more;

- Easier to get information on tourism supply – tourist services, hours, prices of transport, accommodation, travel agencies, car rental and more.;
- Easier to get information about addresses of consulates, hospitals, police and others.;
- To provide information and advertising – free or for a price.

Organizational structure of the tourist information offices is divided into:

- Front desk – direct provision of tourist information directly to the consumer, taking into account:
- Techniques for meeting and social skills used in providing tourist information – informing, interaction between informant and user suggestions and recommendations;
- Techniques of the protocol;
- Types of customers and their treatment according to their needs;
- Working with consumer complaints, complaint;
- Control the quality of service and customer satisfaction;
- Other Services – exchange and processing of visas;
- Back office – or service via telephone, letters or other information systems.

Basic units in the tourist office:

- Sector to the customers – hallways, rooms;
- Office administrative and support activities, equipped with the appropriate equipment;
- Archive room of promotional materials;
- Public records;
- Information data base.

Data sources that desks use should be based on:

- Manual and electronic sources of tourist information for businesses, institutions, tourist organizations, both indoor and outdoor;

- Manual and electronic sources of tourist resources and tourist offer;
- Document the process as a source of information services;
- Analysis, classification, ordering in catalogs and archives – manual and electronic information update.

Administrative management offices for tourist information³⁵:

- Manage finance in relation to infrastructure and services. Types of funding – its own and external;
- Relationship with other tourism activities and enterprises;
- Produce reports the activities of the Bureau;
- Administrative handling of complaints and claims;
- Processing of visas and currency;
- Control of statistical information;
- Personnel management;
- Economic control – budget, analyze and control the costs of information services;
- Tourist laws, norms and regulations.

3.2. Interactions with professional organizations of guides

Activities of tour guides are influenced by the interaction of the various organizations in tourism, but mostly by the direct connection with the associations of guides in the world. Most significant for the development and strengthening of the profession's contribution WFTGA (World Federation of Tourist Guide Associations). There are other international, national and regional organizations of the guides, but they are not essential. They are guided by SFATE. In Bulgaria

³⁵ Choy, D. (1993) Alternative roles of national tourism organizations. *Tourism management*, 14 (5), 357-365.

there is a similar organization at national level (Bulgarian Association of Tourist Guides), which supports and coordinates the activities of guides and also takes care of their interests.

World Federation of Tourist Guide Association (WFTGA) was established during the First International Conference of National Associations of guides held in Israel in February 1985. The father of this association is Mr. Yossi Grau, whose idea is to create an association of tour guides to represent their interests and goals. The federation was officially registered as a nongovernmental nonprofit organization after the Second Congress, held in Vienna in 1987. After that the conferences in Cyprus, Finland, South Africa, Singapore, Canada, China, Scotland and Australia followed.

The management of the federation is under the jurisdiction of the Board of Directors, whose members are elected by delegates (representatives from each member state). Their term of office is two years. The cabinet consists of the president, secretary and treasurer, vice president and three members. The Secretariat of the Federation, registered in Vienna today is headquartered in London. A number of regional representatives are tasked with providing the link with the Board of Directors of the regional level and encouraging new membership. Executive board members and representatives of the regions are operating guides. Official language of WFTGA is English.

Among its main functions are:

- Holding an international conference of tour guides every two years, during a significant event;
- Keeping in touch with tourism organizations worldwide by conducting fairs, presentation, etc.;
- A newsletter for members of the Federation entitled "International guides";

- Collection of information on current and potential members of the Federation of guide services in the world;
- Coordination of the World Day of the Tourist Guide (WDTG), held on 21 February each year, which allows professional contacts and directing the attention of local authorities, citizens and the media on the activities of tour guiding in the world;
- Organizing courses for tour guides – the Federation has a large number of experienced lecturers guiding carrying out consultations in preparing and conducting training courses for tour guides and evaluation programs according to the geographical location and cultural characteristics of the participants, ensuring similarity in standards and techniques in the tour guide services worldwide.

The objectives of the Federation are:

- To make a contact with associations of guides around the world and to enhance their professional connections;
- To provide professional tour guides in the world and to promote and protect their interests;
- To ensure high standards of education and ethics in the professional training of the tour guides and to improve their reputation.

The membership into the Federation is available for independent associations of professional guides from all countries³⁶. They have to pay a small fee, which is the same for all of them. Individual companies have the right to stand as not full right States if their country is currently outside the Federation.

On every congress of WFTGA parties shall submit their candidacy to **host** the next event. The presentation and the final decision rests with the delegates who vote at a special

³⁶ www.wftga

session. The National Association of Tourist Guides of the host country is responsible for the organization and the smooth conduct of the conference. Each conference held successfully enables the host country to promote the tourism in the region. Household of the Congress of SFATE currently conducted in countries such as:

- Israel (First Congress in Jerusalem – 1985)
- Austria (Second Congress in Vienna – 1987)
- Cyprus (Third Congress in Nicosia – 1989)
- Finland (Fourth Congress in Tampere – 1991)
- South Africa (Fifth Congress in Pretoria – 1993)
- Singapore (Sixth Congress in Singapore – 1995)
- Canada (Seventh Congress in Montreal – 1997)
- China (Eighth Congress in Hong Kong – 1999)
- Cyprus (Ninth Congress in Nicosia – 2001)
- Scotland (Tenth Congress – 2003)
- Australia (Eleventh Congress in Melbourne – 2005)
- Egypt (Cairo -2007)
- Indonesia (Bali – 2009)
- Estonia (Tallinn – 2011)
- China (Macau – 2013)
- Czech Republic (Sixteenth Congress in Prague – 2015)

In Europe, the Federation has associate members from 22 countries such as Armenia, Austria, Cyprus, Czech Republic, Germany, Finland, Sweden, Greece, Israel, Georgia, Italy, Latvia, Malta, Netherlands, Norway, Serbia, Slovakia, Spain, Iceland, Switzerland Turkey and United Kingdom.

Guided activities in the EU

There are two conflicting trends in the tour guide activities in Northern and Southern Europe.

Southern European countries are very important tourist destinations (France, Italy, Greece, Spain and Portugal). They all asserted that to preserve European cultural heritage, to protect customer rights and to provide high quality services,

it is necessary to place higher requirements to those who want to practice the tour guide profession³⁷. Northern European countries defend the principle of freedom for providing tourism services. They also require a certain level of education for practicing the tour guide activity, but the barriers are significantly less.

The World Day of the tour guide (SDTE) is held annually on 21 February. The tradition of this event dates back to 1990 when it was held for the first time and 15 countries took participation in it. Today, the World Day of the tour guide is marked by more than 50 professional organizations worldwide.

On 21 February, in order to demonstrate what is available tour guides from around the world organize free comprehensive tours which all are welcome to see and appreciate the work of specialists. The aim is to improve the image of the tour guide. WFTGA and its members invite all people from the tourism industry, the media, tourist offices, acting ministers of tourism, travel and educational institutions and all citizens to learn more about the role played by the tour guides in the travel industry. Guides are ambassadors. Very often they are the only locals the tourists can turn to. They play a major role not only in the presentation of a destination, but also in the presentation of attractions, culture and way of life in the visited places.

The first training course for teachers of the Guild of guides is held in Montreal, Canada, during the VII Congress of the Federation. It involved experts from Australia, Norway, Cyprus, the Netherlands and the USA. They received a certificate for successful completion of the three-day accelerated program.

Federation commented that through appropriate **training** and familiarization with the new trends in the tour guide service employees acquire the necessary knowledge and skills

³⁷ Pearce, D. (1992) Tourist organizations. Harlow: Longman.

and meet the needs of their customers and also participate in trade unions. At the same time they are committed to protecting the environment in which they work.

Training program covers three areas:

- Course for teachers;
- Course for tour guides;
- Course for advisors.

Program objectives can be summarized in the following directions:

- To establish uniform standards and techniques;
- To train a group of consultants qualified to teach;
- To give advice to local, regional and national associations and academic institutions for the development of staff;
- To meet timely the tour guides with the developments in the tourism industry and transport;
- To impose common standards and methods for testing and evaluation.

As a result of the success of the training courses in Montreal similar programs are held in Cyprus, China and other countries.

Research areas covered in the courses:

- Communication skills;
- Practical guiding techniques;
- Trends in world tourism industry;
- Market segmentation;
- Customer care;
- Acquisition of general knowledge and skills;
- Transfer and check in;
- Emergency procedures;
- Understanding the cultural characteristics;
- Cooperation with other professionals in the industry;
- Procedures for evaluation and self-evaluation;
- Absorption and transmission of practical experience.

"Guide-lines International" is a **newsletter** that is distributed among the members of the Federation worldwide. It is a forum for displaying posts, publications, and information about the latest developments in the field. The bulletin contains facts about upcoming events and attending conferences, news about events organized in each country on the occasion of the International Day of tours, exhibitions in museums and selected cultural events. The goal is to serve as a source of information for employed in tourism and tourists, so WFTGA encourages the purchase of advertising space of all members of the tourism industry as well as private companies.

WFTGA **publications** are:

"How to organize the Association of Tour Guides"

This guide, prepared by WFTGA, helps tour guides who want to establish an association, but also those who already have established one.

"Manual guide"

The book is a collection of all lectures and reports submitted by the Congress in the history of WFTGA.

"Guiding the world"

This has helped the members of the tourism industry, especially associations of tour guides with regard to the activities, methods of learning and all useful information guides in the world.

In Europe is the FEG³⁸ (European Federation of Tourist Guide Associations), established in 1986 in connection with the pursuit of unification of European standards for education and training of tour guides. It has also held conferences since 1994 – in Strasbourg – 1994, in Crete – 1996, London, Santiago de Compostela, Dublin, Sicily³⁹.

³⁸ www.feg-touristguides.org

³⁹ EFTGA. (1998) European federation of tour guides association – Information brochure, Unpublished

In Bulgaria tour guides` association is the National Federation of Tourist Guides which is found in 2002 as a creative professional organization, but it isn`t a member of the European and the World Federation of Tourist Guides yet. It raises important and topical issues concerning the operation of the tour guides in the country, and the necessary changes in the legislation. One of the issues associated with the need for certification of their work and to stop the foreign colleagues to work in the country. As most needed is the introduction of the license activity⁴⁰.

⁴⁰ Tourism Market Journal, "Is the Tour Guide Profession going to survive?", 2007 (3), p. 10.

Chapter 4

TOPICS AND DISCUSSIONS IN THE GUIDED TOURS

As part of a complex product the tour guide service is a form of presentation of a tourist destination and its natural, cultural and historical sights. This is achieved through their visit through the presentation by the relevant tour of lectures by a predetermined theme organizer of the trip.

Each trip has its own thematic focus of the route, as well as certain cultural cognitive value.

The classification of the various types of excursions is carried out according to different criteria, such as the most commonly used in the art are:

- According to the content – an overview, thematic and specialized;
- According to the themes – historical, cultural, historical, literary, nature, ecology, etc.;
- According to the venue – urban, suburban, route-information, museums and more.

The focus of the excursion sets the routes, the themes and the specific discussions, according to which, as already stated, there are different types of guides, as well as the specifics of their business.

In the practice, almost always tours are conducted based on a combination of several criteria and therefore can't be applied to the classification used in the theory.

The object of the examination of topics and discussions of tour guides are the most frequently used routes topics and contents that are permanently established into the tourism market and cause the most interest in tourists.

4.1. Topics and discussions on urban themed tours

An important part of the tour guide service is the proper selection of topics and the actual structuring of lectures by specific features of the tour and by the requirements of tourists. It is therefore necessary to explore professionally relevant tourist destinations and also the standard information you can find in any tourist catalogue or magazine, to select and order a new or less popular but interesting group information. This is particularly important in the cultural and historical tours of various places, especially in urban tours.

Psychological behavior of tourists determines the need of taking a journey, purchasing it and repeating it. To study the behavior of the tourist consumer's expectations and motivation is essential to meet their needs. Information as sought what is expected to find the opportunity to create products that meet the tourist demand. Predicting consumer response helps tour operators and guides in particular, to meet the requirements adequately and to improve their competitiveness⁴¹.

Another aspect crucial to the satisfaction of the tourists by the tour guide service is the resource provision in the tourist area, which depends on the resource potential, which it has. The presence of such potential presented by natural and anthropogenic elements and providing recreational tourist areas are indispensable component without which any tourism activity is impossible. Necessary element in the analysis of resource provision for each territory disclosure and assessment of regularities in the distribution of resources recreation space and their specific properties, they affect perceptions of tourists. Recreational potential of a territory covers mainly two nape resources. Those that impact directly on tourists and recreational cause direct effect. They include all

⁴¹ Парушева, Т., Основи на туризма, Първа част, Университетско издателство „Стопанство”, 2007 г., 131.

natural resources. The second type involves resources that cause indirect effects on the body and its influence indirectly. They have no natural origin and include objects created by human society. These are anthropogenic resources⁴².

The realization of trips in which the emphasis is on anthropogenic resources, namely on the created objects of different societies and cultures, it is necessary to understand in detail the history and traditions of the various people. Excursions urban-type, with an emphasis on cultural and historical sites it has to meet the continuous needs of tourists from authentic and updated information.

Emotional highlights from the trips

In the tour guided trips explanation and understanding of urban structures often plays an important role. Three highlights that affect not only the participants but also the most important areas of life of residents. These are professions minds and feelings.

Often it happens that in a city based on certain industrial and economic realities dominate certain professional branches. The guide should provide information on wages, purchasing power in the city, the division of occupations, possible threats, the typical male professions, occupations that are not under hired for the performance of specific jobs and unemployment problems.

Field of consciousness is primarily concerned religious and political attitudes of residents seeking information about the political ads, meetings, holidays, possibilities to visit churches, faith festivals, other religions and pagan ruins. A story about the life of local saints is also required. Telling legends can open the eyes of tourists about the city. The subject field of the feelings of the inhabitants of a city tour guide can focus on wedding rituals, but also on the situation of

⁴² Тадаръков, Д., Основи на туризма, Първа част, Университетско издателство „Стопанство“, 2007 г., стр. 176.

many unmarried couples who do not yet have their own home, and so live together in a caravan parking. Death and its importance in society can also be affected as the theme, the monumentality of the cemetery, obituaries walls and black ribbons on the doors of houses where someone has died. Discussing the feelings of the inhabitants of the city its part takes the pleasure as well:

- *Where do they go or travel when they need to chill out?*
- *How do they spend their weekends?*
- *How does the night life of this city look like?*

The history of the town

After such an emotional prelude in general the history of the visited city should be introduced by the tour guide. An important issue is the attitude of the local community to its destination. The phenomenon of "a city" is not only of their number, but also on the social, economic and cultural characteristics, such as the availability of institutions, military and management of the area.

To clarify the history of a city the reasons for expansion must seek, to find the differences between cities that were seats of kings or nobles between commercial and industrial port cities and towns with political significance. The history of commercial cities as closely linked with trade routes, industrial cities owe their rise to the proximity of raw materials or the large number of workers. The history of the Episcopal headquarters is related to their function centers.

The guide must specify on the policy as well. The laws of order, which have shaped the city are determined by those countries from which they are taken. The legal framework which determines cohabitation, influenced the conquerors and conquered on free peasants and serfs, and has formed and architectural vision of the city.

In consideration of a **medieval, but a new city** tour guide can discuss with the group the following questions:

- *What is this architecture – power or wealth, idealism, or poverty, its creators and abode it?*
- *I noticed in a number of houses of aspiration for family to catch up with others or stand, for example by building the highest tower to surpass other families?*
- *What does he want that show this palace (e.g. financial power of a banker)?*

The guide can make comparisons between cities such as refer the following questions for discussion: which characteristics due to the preference of Baroque churches, palaces and fountains in Rome, strict Renaissance architecture in Florence, established by the rules of perspective painting of the early Renaissance.

In literature Urbanism is brought forward different perspectives. A distinction is made between states and provinces, between the ages observable urban facilities based on their geographic location or attempted to be allocated to groups according to economic conditions:

- market towns;
- port cities;
- cities of commercial roads;
- shopping centers;
- Agrarian cities.

In different eras authors do different classifications of types of cities to justify organizing and conducting guided tours. One of the established classifications is relied on "Town planning in Western art". It is also used by various authors *in January* interpret according to their own statements. In her different episcopal cities, city-states, coastal towns, perfect towns, cities, residences and capitals.

Depending on the type of the city can be compiled and the theme of the trip by the tour guide, as well as specific discussions on the route.

Episcopal cities

They are all successful cities of the Early Middle Ages, popular as a Roman episcopal cities. By the fifth century most of their cathedrals location had hardly changed for centuries, except those in Rome and Ravenna (Italy). Others have not survived to this day entirely.

Everywhere unfolds a residence comparable program to which the cathedral is baptistery, the palace of the bishop, the hospital, the belfry and the cemetery. From the ninth century in the North Alps were built arcades and on the South this is less common. These buildings housed cathedral canons.

Important examples of such episcopal residence in Italy are Aquileia, Grado, Torcello, Parma, Pisa; Germany – Cologne, Hildesheim, Bamberg and Trier⁴³.

City-states.

City-states appeared as a consequence of the Bishops and cities development in the 12th century as the population increases disproportionately. The expansion of commercial links between cities and increased production affected the increase in economic centers and attracting people from surrounding areas. Bishops or earldom provided order and protection and influence positively the development of economic life. By regulating urban status laws the lives of residents were directed in a particular hierarchy. There was a line of clothing and laws for luxury orders that limited the height of buildings, or the beautifying procedures castles and houses, which is visible as at the periphery of Siena in Italy. The competition with other cities always proves to be an incentive for military, economic and artistic achievements.

⁴³ Schmeer, M.-L., Handbuch der Reisepädagogik. Didaktik und Methodik der Bildungsreise am Beispiel Italien, München 1984 (umfangreiche Handreichung zur Aufbereitung historischer und kunsthistorischer Themen in der anspruchsvollen Kunstführung und Reiseleitung).

Seaside towns

In the seaside towns can be distinguished two forms:

1. Cities as Genoa or Naples in Italy; new Nessebar in Bulgaria which are built on hills. When these people because lack of space are forced that build ever higher – in the hills close buildings or lower quarters in port with huge buildings as possible unfolded. In these cities there is a conflict between the city and the streets between the harbor and the hills and Port streets.

2. Type of sea cities that are crossed from channels or rivers in which ships can berth directly in front of stores and houses. These shopping centers to which they belong as Amsterdam and Lübeck, meet narrow, tall buildings which size expands in the back part.

Common to all coastal towns is that they are seeking to acquire property and rights over the sea, as colonies or settlements as supporting ports abroad. This orientation abroad is an openness to the new and alien.

Coastal cities play a role not only in an aesthetic and historical perspective but also in an economic. Many ports are now in a severe crisis, which they can Trans-European Automated in dealing with a commodity port.

Ideal cities

Ideal cities and towns with a horizontal projection are produced in Europe during the Middle and Late Middle Ages. Ideal cities primarily arise for temporary tasks of political, economic or military nature. They do not break or lose the reason for its existence (in Italy – Pienza, France – Richelieu).

Numerous forts and fortified cities emerged from 16th century to the mid-18th century, by which was sought to ensure the absolutism over threatened frontiers and new territories. At this time there was a star-shaped projection, such as Palmanova Venetians who planned the invasion of the Ottomans. Besides a star, typical for this time is hexagonal pro-

jection, such as in Gramichele and Avola Sicily. These cities were planned and drawn on board to replace the old, but were destroyed in the late 17th century by an earthquake. A sample of the Baroque city of Valletta is the capital of Malta, which after 1566 was built as a fortress city against invasion by the Ottomans and was known as a perfect fortress.

The history of the ideal cities is seen in many urban plans for fortifications of the Swedish crown, made between 1600 and 1715 to provide new Baltic empire (e.g. Squid, Landskrona project or sagging Carl Berg place today port in Bremerhaven⁴⁴).

It is recommended that the tour guide should work with plans and sketches. This utility is recommended when visiting idealized cities. Under the new settlements at the end of the old city core structure is no longer visible.

Cities residences

While bishop cities dominate sacred buildings in the cities it residences dominate the court buildings.

A fully developed residence program, as held in Turin and Munich belongs to residence and to her offices and ministries, church and palace theater, the variety of buildings for the monarch and sentries, a number of monastic foundations and churches which have served for the tombs of princes and not least the group of villas and castles.

While in cities Episcopal Cathedral rises over the city in urban residences this is the castle. Berlin, Nane, Karlsruhe, Mannheim, Potsdam, St. Petersburg, and before all the Ver-say are the exact example given its gorgeous appearance at the time of Absolutism. Expression of the power of the mo-

⁴⁴ Schmeer, M.-L., Handbuch der Reisepadagogik. Didaktik und Methodik der Bildungsreise am Beispiel Italien, Munchen 1984 (umfangreiche Handreichung zur Aufbereitung historischer und kunsthistorischer Themen in der anspruchsvollen Kunstfuehrung und Reiseleitung).

narch is the management of passenger flows in the streets. The majority of all the important streets in the city residence are oriented towards the castle.

The uniqueness of a city residence as Turin the tour guide can compare in contrast to an ideal shopping city. There are no residential towers, the growth of the city is managed by strict excellent plans. This planning is done in advance. In contrast to the ideal cities as Palmanova and Pienza which forcibly kept alive, Palace Street Turin are tightly populated. In Turin, the past is represented. Since the end of 19th century flourishing in this industrial city has began, which today extends its area of more than ten acres.

In these places **the guide** addresses the question: Is Turin saved – the city residence of the concert of "Fiat"? Do the houses of the old town need a restoration – converted into offices, offices and shops, or most used in the city life? Where did "good" society of Turin go? Where do the workers of the factory "Fiat" live? What is the offensive word of Northern Italian workers for Southern Italy?

Capitals

Capitals are facing several basic questions:

- *What does distinguish the capitals cities of residences?*
- *What are the defining qualities?*
- *What is the role of the population as a political force?*
- *What is the political position of the city such as the number of the population, economic strength and spiritual production.*
- *Opposition to the province, the capital.*

The capitals are the largest cities in the country such as – Prague, Vienna, London, Paris, etc.

Practical issues guidance for the big city tours

In a metropolitan or big city the present is over-represented compared to the smaller places that tourists visit. Guests are also interested in practical matters to facilitate orientation, such as *transport links* – how to use the bus,

tram, metro or similar vehicles? Can a city without a metro have the characteristics of capital? How do high fares in public mean of transport? What is the percentage of the population regularly use public means of transport?

Another question that intrigues tourists is *commercial life and shopping*: Where are profitable stores? What are the typical products? What should be purchased? Are there markets and other curios?

For example, for the German groups interesting are the German institutions in a city. The German Archaeological Institute is in Rome since 1892 – "Herziyana" Historical Institute on Art from 1912, villa "Maeimo" in which since 1928 German artists can receive scholarships in Rome. There is also the German Embassy, two German schools, a German kindergarten, "Goethe" Institute. The theme can be extended through the following questions: *Where can the German tourists meet the Germans living in Rome? What is the Roman picture in the history of literature? Is there a sister city in Germany? Do the natives of the city visited know German?*⁴⁵

Problems of the present – trips and city museum visits

In the recent years a different way of the traditional guiding is represented to replace antiquarian and monumental observation of history with criticism and museum visits. Examples include the antifascist round trips in Munich by German trade union.

Craftsman Vienna offers sightseeing bus journeys on topics such as:

- "We will never forget the traces of fascism and resistance in Vienna."

- "Energy and Ecology in Vienna."

Positive example to remove the focus of museums in the tourist cities and their residences is the group "Living in a

⁴⁵ Datzler, R. und Lohnmann, N., Der Beruf des\Reiseleiters, Starnber, 1979.

city we travel." Conceptual leading idea is the historical aspect. There is no desire for mediation of historical topics of the past on Art monitoring and classification. In most cases the guide used more social, casual and contemporary stories.

Topics medieval town

Visits and sightseeing trips that are not implemented on current topics and contemporary aspects described in the program monuments should be considered only from a historical perspective. Tourists should ask themselves if they know how people lived in the past and how it was organized their lives.

Topics may include proposals which are historical starting point for a city of the middle Ages. The guide presents in the introduction or at the place of visit. The introduction may be necessary to overcome the longest distance in the very explanation or upon arrival at the meeting with the local guide. Thus, the distance is overcome. Consider the following issues and topics:

- *Deterioration of the urban landscape of the region – a discussion.*
- *Which elements are urban development fortresses or kale as the seat of the master, the seat of the bishop or a monastery, a Seminary, a market, bridges, freight market or commercial site population?*
- *By what growing city – and its migration in reasons, increase population and related professional specialization, support through city grandee, urban economy, according to the landscape of the city?*
- *How the city looked in the middle Ages?*
- *What are the urban network, the development of parcels and neighborhoods arrangement and shape pa houses? Does neighborhoods of the rich and the poor?*
- *Was the city fortress? How they were organized and post credit protection?*

- *Which professions were exercised during the middle ages and how people work then? What profession is there?*
- *Authoritative relations – city guide with no dumping representatives, immunities, rights, individual greatness, dualism between the bishop and the aristocracy. Exercise of power by officials and ministers laid down the guilt.*
- *Special rights of the urban population, freedom*
- *Urban constitutional life Grouping addressed we sworn unions and their attempts to participate in ma city. Development of the civil society for its own autonomy against their masters. Administrative bodies.*
- *Medieval justice – the pursuit of witches, you sec.*
- *Viruses, diseases of contact with healthy patients. Craft policies and manage trade, com-commercial home.*
- *Urban middle class – artisans and managerial occupations and their organization in the artisan association. Craft associations: Cartel feature craft pressure limitations on the number of members, Infrastructure vote crafts association.*
- *Urban underclass – partly journeymen and apprentices, helpers, mercenaries, domestic staff, scum bastards, professional Sea as butcher, miller, weaver.*
- *Prestigious marriage and customary code of separation class (manner of dress rules in association method. Railroads vote worldview).*
- *Social care and insurance.*
- *Environmental load in a medieval city – noise, water supply, disposal of waste, urban. Measures to clean the ponds.*

4.2. Topics and discussions at City Sightseeing tour

Functions of urban sightseeing trips

In a small town that can be visited in one day or less, **round-trip objective** is to provide possible information covered. When

the group is foreign – in departure of a vehicle can be presented one introductory essay on the history of the city.

Requirements to girth urban travel⁴⁶ are quite different when conducted as in London. In this case, it should start from detailed visits to offer the first opportunity for guidance and to cover the monuments that can be addressed in separate visits. In information city sightseeing tours⁴⁷ tourist wants to be presented as many monuments to get a chance at a free day to make visits according to their special interests. The choice of sites should be guided by whether tourists will travel by bus to the organizer or by public transportation. The route must cover all sites of public transport.

Planning and selection of sites

The guide is required to develop a plan, if he still does not know the city well. The first prerequisite is accurate urban plan with marked streets, bus routes and landmarks. The guide can divide urban round-trip to various historical points of epochs on Art themes or geographic objects. As with most round-trip time is limited, it is a combination of historical points in the vicinity and interesting historical sites.

The choice of sites is anticipated in the tourist prospectus. It is the reputation of the sites (number of stars) to be calculated in advance because there are always traveling and prestigious characters. A trip to Rome is worthless if you do not visit the Coliseum and "St. Peter."

Take into account the location of urban circuitous journey into the overall program. If the group has more days in Rome, "St. Peter" may be omitted at the expense of other objects, such as the next day to be fully explained. If travel is in

⁴⁶ Ham, S.H. Environmental Interpretation – A Practical Guide for People with Big Ideas and Small Budgets, Colorado: North American Press, 1992.

⁴⁷ Born Volker: Destinasion Reiseleitung: Ein Leitfaden fur Rundreiseleiteraus der Praxis fur Praxis. Hagen 1993.

the first or second day, participants are curious and want to see possible. If you are at the end of a two-week trip, it is advisable to limit visits and to emphasize the experience.

Calculate travel time specifies a willingness and ability to adopt as' exercise. The relevant planning vacations in the form of coffee breaks and lunch breaks.

The location of the hotel from which the morning group leaves, the street in which the bus is traveling to the city, must be appropriately selected and the time to open and service sites that are visited⁴⁸.

Development of route

The design of the route follows the rules as:

- Determine the points to visit, the guide shows the route in the urban plan designates for example one point locations for getting on and off, emphasized by the beetle, which will be crossed on foot, and produces a copy of this plan;

- In parallel, a detailed description of the monument, past or which are going to be attended by the name of their style and their function. It is necessary to consider if the same day there is nothing more to be seen to relate to the founding of the city to important historical, political and cultural events;

- Gathers general explanations, which are presented in situations of unexpected congestion or leisure – anecdotes about the city and its people, industry issues – climate characteristics, culinary specialties, folklore, opportunities for market.

Preparation of participants

Participants in the round-trip prepare short, ie from day to day for the visitors. The guide may be helpful if the night before or when traveling to the city gave copied urban plan with marked route and is ready to explain the route usually urban travel. It should explain plan not only graphically (visually), but also historical, show major and sacred places

⁴⁸ Mancini, M., *Conducting tours. A practical guide.* Cincinnati South-Western Publishing Co, 1990.

and their linkages, urban streets and boulevards. The guide facilitates the initial orientation of the participants. If the guide is not good or feel uncertainty about the explanation and faces a complaining pretentious group, it can reduce the preparation of the group to the important to avoid incorrect questions. If the guide arrived the night before circuitous urban travel, he can inquire about changes in transport (trains, metro, pedestrian facilities) to avoid unpleasant surprises during the typically urban travel. If ordinary urban travel is done by local bus, it is advisable to confirm the departure time. For large groups to reduce the stay, it is advisable to pre-order lunch. Finally, the guide podgotvya1 summary route and strict timetable. Ordinary urban travel has always held more difficult, as many historical centers are already closed for the bus. Therefore must be combined usually travel by ordinary walk. Schedule⁴⁹ data for places should be made clear with the following characters:

A = descent (internal view)

P = pedestrian path

Tm = meeting participants

Tw = meeting with bus

Written summary of the participants

Written summary of the participants welcomes them if the guide has noted the most important sights of the ordinary urban travel, possibly combined with drawings, basic and additional plans. These additions are paid by the tour operator, to be presented to the participants. During the journey, guests will need to record, but on the basis of short explanations will later remember different places to visit. The disadvantage of conventional bus trips compared to walking tours is that the participant takes information from the guide more difficult – especially in long sitting on a hot bus after a heavy

⁴⁹ Datzer, R. und Lohnmann, N.: Beruf des Reiseleiters, Starnberg, 1981 (soziologische Untersuchung).

meal. Given by a seating chart on the bus it is possible to implement communicative style of divorcement. This is the kind of aural attack – running the guests. Because of the very structure of the vehicle is possible conversation to be followed by all participants. The case can ask questions that require answered.

Toured urban planning journey is the task of guides in drafting it. He must synchronize variety of monuments that follow one after another, and to prepare for changes in the route (stations, streets, intersections). You should get invisible compilation made up of a good knowledge of the country, fantasy, maneuverability.

Preparation of City Tour takes place similarly to ordinary urban travel. Advantage is that the city tour can easily be placed under a special topic in comparison with urban travel (e.g. literary city tour entitled "On the trail of commitments made in Paris"), which allows "the guide to keep tourists on the more interesting places.

Above all, participants do not always feel comfortable around and can get tired of lengthy explanations.

Mental and physical ability to adopt a less congested. Implementation of urban tour depends on weather. The guide for the tour is definitely physically loading, but it has more options to activate participants to attract them with a communicative conduct or forms of external differentiation, such as sharing in small groups. In such tours, the number of participants should not exceed 20-25 people.

If the group is large or landmarks are placed at the remote from one another, can be selected mixed form longer explanations and overcome longer distances by bus, walking in small groups and visits to churches in large groups. Convenient bus

service to be used for preparation of city tours, so the tour can be combined with historical explanations⁵⁰.

Objects of the guided tours are the topics related to the history and culture of different peoples visited destinations. Interest are discussions relating to different styles of design and shape of the buildings, such as secular buildings, urban palaces and civic buildings.

Styles of design and shape of objects is an essential component of the design of the tourist sites. As a kind of creative design is one of the main activities that predict achieving market success in the past and in the present. Aesthetics in the environment gives the tourists not only a sense of comfort and enjoyment, but also has an educative function, which aims to impose their own criteria for beauty and comfort. Successful design solutions comply with user requirements and criteria for aesthetics of different eras⁵¹.

Based on the above allegations, the guide should be familiar with the different styles and designs in the cultural-historical and artfully present them to tourists in an engaging way.

In city tours of cultural and historical topics may be needed to consider the following aspects:

Secular buildings and facilities

Importance when visiting a secular buildings. Traditional round trips prejudice secular buildings such as palaces, villas and Old Town Hall. It should be stressed and neglected by classical architecture and modern urban planning, historical examples of new architecture, public and commercial

⁵⁰ Gunterm Wolfgang: Handbuch für Studienreiseleiter. Pädagogischer, psychologischer und organisatorischer Leitfadens für Exkursionen und Studienreisen 1982 (dieses Handbuch gibt eine Fülle von Anregungen für anspruchsvolle Führungen und Reiseleitungen).

⁵¹ Великова, Е., Основи на туризма, Първа част, Университетско издателство „Стопанство“, 2007 г., стр. 315.

buildings and the homes of different social classes. According to the age and purpose of the buildings can be given different aesthetic, historical and artistic examples that should be combined with the current socio-political relations.

Mayors and city palaces

If the guide with his group wants to visit City Palace, it is recommended to find a suitable place (for photos), from which to observe the object completely. From this place the guide begins with a brief, concise description of the history of the building (dates to be avoided) explains these features of the palace and continues with the phase of the description. This order of the sequence may be reversed. After the guide description should briefly, to name the most important styles during construction to distinguish it from previous and subsequent eras. Appropriate inquiry is the extent to which the palace is typical of social and cultural development of its time.

For example, when visiting a medieval palace can be told about his, history. Outside the town hall the guide can talk about the city's government and the dominant parties denominated in it.

Civil buildings

The guide before heading to the building, provided in the itinerary, should clarify the specific a historical time and the meaning of citizenship – which was considered a citizen, what conditions should be used (for example, he was born as a free and legal, be fit for military service, possess arms, to own property). How citizen in the Middle Ages to the 19th century who wanted to be involved in politics, had to be a member of the Craft Fellowship. Although the birth rate in the Middle Ages to the early 18th century was high, the number of urban families amounted to 4-5 people, as in every city every decade was returning plague and other diseases, consuming a large number of casualties.

Construction and artistic ability of citizenship depend on the size of cities and their importance in trade and politics. With urban sprawl citizens participate in the artistic life. Often the church was financed through the work of citizenship, sometimes served as a space where citizens gathered long been used as a collection point for donations. It should be mentioned that the craftsmen and artists who were not only leading personalities, but it's also building owners and guarantors in all fields of art. This growing awareness is reflected in the presentation of individual paintings, icons, gravestones. During Absolutism in the 17th and 18th century self-development of civic culture is denigrated because more and more masters appeared as guarantors. Leading became not only the bourgeois but princely cities as well. New revival of citizenship can be seen in the early 19th century, on the one hand, with the French Revolution, with the start of industrialization and changes in transport relations, on the other hand, through the liberalization of government and law.

Since the end of 14th till the end of 18th century the city remained limited between walls. Therefore, people had one plot and its actual size. This leads to upgrading to increase the height to a completely new building.

In civil buildings can distinguish three different categories:

- Private civil buildings

These are residential and industrial (handicraft) buildings, commercial and transport companies (freight, mail), shelter (youth huts host hotel) contact points (pubs, inns, restaurants, bars). These private buildings for living, crafts and other professions in numbers come first.

- Public Buildings

The number of public buildings is large: the administration building – town halls, offices, archives, Justice – Court, prisons, military – urban fortification bank – Mint, banks,

food – warehouses, mills, bakeries, butchers, water – aqueducts, wells, construction – construction, brickworks, quarries, hospitals, bathrooms, shelters, orphanages, cultural buildings – schools, universities, libraries, theaters, museums, shopping – markets, caravans, commercial houses, customs, markets, transportation – streets, doors, bridges Gary, fire.

Public buildings according to their purpose have different forms. By size and artistic value often stand in the foreground. Their construction only began with the emancipation of the rich class, which started to belong to a group of old buildings – for example town halls.

- Corporate buildings

Commercial buildings – craft houses, fences that serve festivities, wedding houses, ballroom houses. These companies' buildings are rare and have only an expressed type.

The development of civil buildings depends not only on citizenship, and by changing the influence of sacred and feudal architectural styles⁵².

Examples of several types of public buildings are:

- Hospitals and nursing shelters

When monitoring hospitals older and more recent times to be talking about social care in the past and today, the type of hospital care for contact with spiritually and physically damaged, while visiting a nursing home to talk about everyday care and the right of older people in the country visited. A glance in hospitals and nursing home may be combined with a visit to church, as these institutions are often located in monastic complexes.

- Schools and Universities

Having the frescoes and images from antiquity to modern times, when produced the guide can clarify the school system in previous eras, as well as the position of children in society:

⁵² Cross, D. (1991) Please follow me: The practical tourist guides handbook. Salisbury, England: Wessexplore Tourist Service.

Which social classes have access to education? What was the focus of study (specific, universal, physical – intellectual, feisty, creative, ethical and religious)? Professor's graves in Italy serve as evidence of the emergence of the University of Bologna in Italy. Children with uniforms on the street, modern schools, universities often serve as a means to clarify the child's family and friends in the country visited. Interesting examples are child allowances and other benefits of the kind of school system, the politicization of the school, universities and school facilities. This information can also draw conclusions about the city visited by tourists.

- Stadiums

Stadiums can also be included by the guide during the visit of a city from the tourist group. For example, in a tour in Rome can visit the stadium "Olympic", which offers 100,000 seats and was built for the Olympics in 1960

- Theatres

Ancient amphitheater, circus facilities, stadiums, palaces place of gladiatorial sport and activities are appropriate to talk about the time of the Etruscans and Ancient Rome. The Theatre is appropriate to tell about its development. There are original images can be explained costumes and masks.

The guide can offer the group places on the top lines in the theater, so that tourists during the performance get a general idea⁵³. Should also provide guidelines for stylistic architecture of the theater. In ancient theaters should clarify the difference between the Greek and Roman Theater and their perceptions of performance. Roman theater play was full of murders in scenes in which the actor should kill it Replicating sentenced to death by a criminal who was actually killed on the scene. Concept of theater in the past tense is distinct from modern, which is why the guide with explanations

⁵³ De Kadt, E. (1979) *Tourism: Passport to development*. New York: Oxford University Press.

should make reference to modern, with new trends in theater – as political theater, street theater. In particular, the experience can be organized by tour guides as a visit to a concert, theater, opera or a play where you used as ancient theater stage – for example Epidaurus.

- Ports

In a port city like Genoa or Naples tour guide must choose a suitable place in the hills, to provide an overview of the port facilities. When this option is presented to explain the guide of economic factors, export and import of port industries. Ports are often a place of conscious supporting actions such as prostitution, smuggling and black marketing. The guide can speak of ancient harbors, navy, antique ship types and others.

- Fortresses and castles

When visiting castles as a whole is difficult to find a suitable explanation, since in most cases they are located in high places. Therefore, care should be taken on arrival – to pause in place of departure track where there is good visibility. After explanation of the history of the building and features phase description and classification, fortified facility gives the guide numerous opportunities to comment on the appropriate military time. Techniques of siege, defensive and offensive weapons, military equipment, weapons and type of uniforms. Can be discussed many questions such as: Which circles of the population are mercenaries? What was then preparing for war and fight? Also field battalions of the Romans, with whom they have bothered many cities can speak of the Etruscans and their cavalry at the foundation of the Cestrum⁵⁴.

⁵⁴ Gunterm Wolfgang: Handbuch für Studienreiseleiter. Pädagogischer, psychologischer und organisatorischer Leitfaden für Exkursionen und Studienreisen 1982 (dieses Handbuch gibt eine Fülle von Anregungen für anspruchsvolle Führungen und Reiseleitungen).

The Castle is a medieval architectural form, where representatives of Racial Equality fortified their home with a massive wall of a ruler or small ruler group. The medieval castle has had significance for security purposes and for residence.

Remoteness of the castles of each other had relevance to their medieval strategic and administrative-technical role. Once the guide classifies territorial castle and in conjunction with other fortresses, it can show the difference between the castles in Northern and Southern Europe. South – Italy, France, Spain, where castles are based on the Roman tradition citadel meeting the principle of duality. Southern European castles spread, if the area permits, with regular accents precise boundaries. Leading a double fortress towers, one of which is a major part. In Northern Europe the strongholds of the area and meet any impression that complies fully with the conditions of the terrain. The main output is clearly labeled, wrapped with clear structure and traps. This structure arises architecture based on the principle of land use.

Topics that the guide during the visit of the castle can be used in the accompanying commentary⁵⁵ are the following:

- Material and political conditions of life of the rulers, free from productive work;
- Pillars of the King and the education of the yard;
- Patronage of the court and castles as a form of royal presentation;
- Holders of court life and palace poetry;
- Development of the castle as construction work: forms, typical architectural elements;
- The extent to which the discovery and use of firearms has a huge impact on the fortress;

⁵⁵ Schmidt, M. und Nahrstedt, W.: Der RL im Europa 93. Arbeitsfeld – Berufsbild - Ausbildung. Dokumentation des 3. Bielefelder Tourismustages. Bielefeld 1993.

- Appears when knighthood culture and how it is expressed, why it began its decline and how it affects the construction of castles? Volume was reduced, the material used is often crushed stone, cost less;

- Functions of the castle: a protective function, preservation of freedom, peace bond, economic function of providing tax revenues from the streets, rivers and bridges, economic center, administrative center, the political center of power, a symbol of culturally development;

- Army of the castle – springs knighthood, civil society, ceremonial recognitions – religion examinations;

- War and combat – protective clothing, martial arts, weapons, helmet, military spear;

- Chivalry, code of ethics – courage, honor, loyalty, law, mercy laws;

- Social forms – customs, clothing;

- Chivalry and income, religious items, Order of the Knights;

- Feasts and tournaments as part of the knightly life – visiting artists, actors, music;

- Hunting as a symbol of power.

Castles are not part of the cities of ancient historical times, when cities began to create armies or pressure on independent chivalry, they also began to be used for fortresses and to a lesser extent as non-fortified castles.

4.3. Topics and discussions on specialized tours – when visiting sacred buildings

Unlike secular buildings, religious buildings have served as temples, mosques, churches and chapels. Many sacred buildings, meanwhile, have lost their religious function and are considered as museums. Therefore, the guide must not

forget to insert their religious significance for architecture and construction.

Methodological guidelines when discussing the appearance

As with the presentation of secular buildings – such as castles, forts and palaces, also in sacred buildings should be sought first suitable place from which to fully see the whole building. In the description of the building should be taken into account and its importance to the area (hilltop) or urban structure (such as completion of a major street).

Basically the guide should visit the church on the west side, i.e. from the main entrance, where it can start from the symbolism of the cardinal directions. Often walking tour around the church because later extension or time reasons is unnecessary and should be undertaken only if the side as portals or the decor of long fronts are particularly interesting. Thematic explanation during pedestrian walk was separated, thereby reducing the detail⁵⁶.

Lectures include:

- Talk on the west side – the story of the building, political history, and art historical classification;
- Talk on the south side – for art-historical explanations for architectural aesthetics;
- Talk on the east side – the icons of the church (sacral structure);
- Talk on the north side: clarifying the principle of architectonics.

A guide to art-historical training must have materials to illustrate and make descriptive exercise. To try to describe the main lines of a building in horizontal and vertical direction. A disadvantage of many guides that are not well trained historical, although the description of the artistic work in educational content attracts relatively little attention. According to

⁵⁶ Geva, A., & Goldman, A. (1991) Satisfaction measurement in guided tours. *Annals of Tourism Research*, 18 (2).

the motto "one sees only what he knows," the guide must continually work to ensure it's an architectural glossary⁵⁷.

Historical introduction in talks

Beginners often make mistakes guides provide scientific accuracy the history of the building, which does not save names and dates. This presentation is appropriate for special groups of tourist's interest. In such cases, the participants must be given information leaflets before the visit so that you can skip the dates and facts. Bus arrival is appropriate for a detailed historical introduction. During the historic divorce-ment emphasis should be placed on viewing and monitoring, and talks about the history of the building to be shorter.

Of interest to tourists is to learn whether a church is built as a show of strength on the nationality of a city based on the pledge or on other religious fellowship of any craft or order.

Must take into account the position of a church if the priest's, or pilgrimage, and the organization of church architecture according to the expectations of the audience.

Organizational skill of the guide

Even before the guide to get inside the church with his own band, you need to clarify whether there is not conducted worship. In such a case it should not be disturbed and guests must obtain an impression of the inside of the entrance without entering inside. Some churches are barred only part you can see, some are closed for lunch or have a certain time, or are usually available only for worship. You first need to collect information about opening hours, find a sexton or caretaker and contracts open outside working hours. Such detailed information should be collected in a guided report. Money for curators is being paid services in the catalog or any tourists or participants separately. It is necessary to take into account that there are vending ma-

⁵⁷ Bartl, Harald: Qualifizierte Reiseleitung. Erfolgsrezepte und Strategien für einen modernen Beruf, München 2003.

chines for lighting, which must be placed coins. Lights go off frequently for minutes and therefore, the guide not to bring a large number of coins to use them for machine must be informed where the lighting switch or speak a sexton or caretaker to take a lighting.

To increase the value of the church visit, guides can plan and organ concerts or liturgical ceremony (e.g. Easter Mass at San Marco, Venice, or similar Gregorian Santa Cecilia in Rome). In the normal case, visit churches organized during outside services and prayers.

The guide should talk before the purchase information materials (leaflets, brochures, catalogs). If you underestimate this tip a part of the group will notice that it deviates from the contract.

Internally visit the building

Walking Tour starts normally inside the west facade, where tourists get an overview of the church interior and a sense of the dimension of the building. If the group her liking this method, the guide may be silent in the first minutes and each participant to let it affect the atmosphere. Normally after tour and explanations participants to sink into silence.

The explanation of the guide begins the description, in which different styles are combined in certain spiritual history frames. Dominating principle of visibility because the detailed and lengthy descriptions of the history, philosophy and other ideas can also be discussed before or after the visit when all participants are comfortably accommodated. The guide should organize a visit to the church, so that participants can take place on the church banks if the talk is longer.

Good start of the description is the question: "To what extent tourists can conclude from the façade to the interior – can he find the concept of the façade inside again?" By this point the participant is prompted by your insight once again

to look at the facade and bring it inside in which very soon will be recognized the importance of conscious motive⁵⁸.

Tour the church is a target-oriented to the important facilities. Starting a southern corps, reaches to the east and return to northern housing. If the guide is not yet familiar with the church, he goes in the same order as in the previously used it guide to facilitate your orientation. As with a museum visit, and the same with a tour of the church – must be careful in choosing the correct sites visited. There is also a methodological opportunity – consideration of less significant icons, pictures that can hardly be exhibited in museums.

The guide should be printed iconographic templates that are widely represented throughout the Catholic world. The most common topics of presentation of Mary are termed complex field: Mary as the Mother Goddess; mother of compassion; Bride of the Holy Spirit; immaculately conceived; beautiful Madonna; mother pain. (Mater Dolorosa); nearby Maria (Maria Lactans); Queen Mary; death and the ascension of Mary; Maria crescent ~ Madonna; Queen of Heaven; The Guardian Madonna, Maria in the rose bush.

All this must be taken into account because for most participants the art and the aesthetic side of observation are important, and addressing the question of people's lives, whose works of art are presented which serve to prayers and liturgies.

If the guide with the group visited a Greek or Roman temple (or synagogue, mosque, temple) should be clarified unknown religion and the relationship between religion and the church. In ancient examples should note the difference between Greek and Roman temples and possibly with the help of reconstruction, images and symbols to represent the view pictures. With pictures only in special cases it is possible to present the history of effect: At what stage someone tried to

⁵⁸ Schmer-Sturm, M.-L.: *Gasteführung*, Munchen 1996.

copy the Pantheon? In particularly well maintained temples can be asked whether his condition is due to its conversion into a Christian church.

In the temples of religion, less known to tourists, guides should pay attention to the equipment and explain the function of various parts of the internal and external architecture in conjunction with rituals. For churches in a region of the guide must be prepared systematically in the course of their work.

Used themes from the guide when visiting sacral buildings are:

Topics visiting mosques:

- A minaret;
- Wells for washing in the yard of the mosque;
- Preaching chair;
- The mihrab;
- Carpets.

Topics on Sightseeing: rules and building layout

When visiting monasteries should be investigated to what extent the rules and regulations have an impact on Roofing layout. Proceeding from this, the guide asks questions about the structure and life of the monastery residents in the past⁵⁹.

Questions on "The Monastery":

- Beginning of monasticism in Egypt, Byzantium and Europe;
- Highlights of European monasticism – southern Gaul, Irish and Anglo-Saxons;
- Importance of the Benedictine law;
- Monastic reform and renewal of the Benedictine law;
- The emergence of new orders;

⁵⁹ Gunterm Wolfgang: Handbuch für Studienreiseleiter. Pädagogischer, psychologischer und organisatorischer Leitfadens für Exkursionen und Studienreisen 1982 (dieses Handbuch gibt eine Fülle von Anregungen für anspruchsvolle Führungen und Reiseleitungen).

- Statutes and structure of the building; occurrence of the Order of monks beggars;
- Wealth of the monasteries;
- Monasticism and salvation of the soul, social welfare, science, art and education;
- Monasticism and mission;
- Orders and torture;
- Different types of monasteries;
- The monastery as a hospital for aristocrats;
- Monastery policy and establishment of the rule of monasteries;
- Privileges (immunity, free choice) and obligations of the monastery (royal residence, military service);
- Monastery – a place for life of the monks, arcade, economic power;
- Monastic community (reception conditions, ranks in the Covenant, age structure, shelter management and employees monastery, monasteries links between them and the outside world);
- Monastic life (social life ascetic's course of the day, handwork, food, language, body care, clothing, statutes and penalties).
- Temples and prayers

During a historical-artistic discourse, beyond the time of worship, the experience is completely different nature. Tourists often suppress their desire to pray and kneel in church when considering trips.

If the guide has relevant experience, he can talk when talking about art and religious experiences by linking them. If tourists buy crosses, icons and other sacred objects, he directs the conversation to this, who will donate, what should be the impact and implications.

- Religious holidays and festivals

For example, in southern Italy as a popular tourist destination chosen religious holidays are a mixture of folk traditions and religious ceremonies. Many of these holidays is ancient, and pagan origin (race ceremony in Madonna Del Agso in Naples on Easter comes from the characters of the Neapolitan school. The festival to expel the devil in Prizzi and ceremonies of Good Friday in Eppa used ancient beliefs about demons). People who live in fear of more severe climate (heat, moisture, warm storms) and fear of catastrophes (earthquakes, volcanic eruptions) communicate these celebrations not only social, but also at a much higher level with each other⁶⁰.

If Bulgarian tourist group has the opportunity to experience such a ceremony may experience catharsis effect of this very different holiday.

4.4. Topics and discussions on specialized tours – tours at museums

Along with the tasks of collection, preservation, restoration, documentation, research, publication and exposure in recent years come to the fore the educational mission of modern museums. Although the entertainment value of museum visits, plays a major role, which is very highly prized educational functions motivates almost half the visitors.

Tours in museums can be implemented and interpreted by the guide according to their specificity.

Special exhibitions

Guiding concept of the museum has a different structure, whether it's to visit the special exhibition halls of traditional, chronologically arranged, Art Museum. Special exhibitions are determined based on their title, the theme of the overall concept and are devoted mostly to the artist (e.g. Tiepolo

⁶⁰ Gcertz, C. (1973). The interpretation of cultures. New York: Basic Books.

Wurzburg Residence), a political personality (e.g. Max Emanuel castle Schliessheim, Munich) or a particular historical or artistic and historical Age (exhibition Medici in Florence).

The museum curator tries according to the condition of the exhibits and their kind to bind the main topic.

Tours of the major art museums

It is difficult to establish a common concept in large image collections, where as a tourist, tour bypass must be considered the most significant works from different ages and different backgrounds. First opportunity at such a museum tour guide put it under a certain topic that he chose, e.g. in relation to urban toured © travel visiting the city, other visits (example new Pinakothek Munich, Ludwig and his first time: architecture, painting, sculpture aspects of the history of power; old Pinakothek, Munich art 14. 18th century – the most important phases of European art history).

In the event of the tour where the visitor count on the museum stock, it is necessary to develop a dense network of more topics and through them to connect the various exhibition sites being placed in correlation.

Main lines of tourist guiding

The museum tour is primarily three opportunities to establish links between museum objects by:

- Time unions ("both", "one year ago", "several years later", "a century");
- Compare ("exactly when Roger Altdorfer work more detail ..." "Not only Durer, also at the portrait of Charles V by Titian is important to know the hidden lines of the Reformation");
- Contrasts ("While female models Filippo Lippi affect very delicate, it recreates Raphael in his paintings full of life force and female characters ...").

Always the common theme may be true for the next object. In this case, the guide needs to rethink discussion, to

allow it to develop new object ("Consider again the problem of perspective is determined entirely emotional," "In contrast detail in Dutch paintings that we saw in the first hall, the Italian artist Here we use another artistic technique").

In the sense of a guiding communicative style⁶¹ can be used questions to be seen again common line. ("Compare these two portraits, how changed, the ideal wife", "We talked in detail earlier problem of central perspective. Does it play a role in this baroque picture", "Who can remember the most important characteristics of artistic art manners that we talked about in the previous artist and find again in this picture? ")

By preparing the overall theme is also carried out a visit (look at the bigger picture number: 6-8 in detail, 8-10 short) in the exhibition of a large collection museum. Appropriate information structure of discourse is motivated tourists to visit some of the great variety of different objects of the exhibition.

- Methods used by tour guides in mediating Museum

There are various methods of developing discourses of objects that are being developed by the museum guide for children. For the most part they are not applicable to adults. On the other hand, if you visit the museum exactly where to concentrate much of the information should be taken for the orderly diversity, inciting and supporting the process of visual perception. Methodological uniformity leads to rapid fatigue and places high demands on state the concentration of the visitor. Diverse setting tasks motivate groups and individuals discussing something new (e.g. attempts of interpre-

⁶¹ Kluckert, Ehrenfried: *Kunstführung und Reiseleitung. Methodik und Didaktik*, Oettingen 1981 (gute Anregungen zu einem kommunikativen Führungsstil, allerdings von einem hohen inhaltlichen Anspruch an Kunstführungen ausgehend).

tation hypotheses depiction of personal impression, characterization, comparisons, evaluating the sources of the text)⁶².

The guide or museum curator generally originate from the description of the content of the picture. After the first glance it acts mostly indicative, it means study of the details to be found in all measured pace, overall. This allows concentrated to experience the spiritual process of the artist, and this rule is strongly motivating tourists.

Deductive method, which is based on the total and then develop the details in the pictures can be used for a particular type. For starters, in this case the museum tour starts talking about the history and the emergence of style and only then heads to the picture detail. The premise for the deduction lies in its sensing systematics that meets the needs of the knowledge of adults. Deduction approach especially in explaining larger and more complex, hidden dangers, guides too much to walk away from the objects and exhibits and to attract the attention of visitors.

If the guide is not yet familiar with the participants in the group, it will generally use direct methods, i.e. necessary information is provided primarily through report. In this activity almost comes from mediation, which directly address the public by which information is mediated through in the shortest time through the tour. In direct methods intermediary actors are primarily passive and are heavily concentrated on the guide and curator.

With the growth of knowledge in the process of a journey and also in guiding individual can largely direct methods to be combined with indirect. This means that the clarification of a painting participants should be solicited through targeted questions and impulses to reach relevant results. In traditional guiding the danger of "a romantic staring" the audi-

⁶² McQuaid, R. W. (1997) Local enterprise companies and rural development. *Journal of Rural Studies*, 13 (2), 197-212.

ence what creates Berthold Brecht – do not feel real experiences. Pedagogical concentrated cartoon museum guiding must first put the visitor from the passivity of consumerism to create patterns to get closer to the active site. These patterns can help by scarce information, questions, visitor motives alone to monitor, to learn, to think himself to reach individual results.

- Talk to museum objects

The most commonly used method is indirect discourse to museum exhibits. In monologue museum tour can't capture the response of individual guests or their self-monitoring in the process of mediation. By constantly acoustic and optical presence of the curator explains art. It absorbs much of the attention of tourists. Often diverted or prevents contact with the original.

- Phases in the detection of paintings

Motivation / Host: The participant tries to find out who or what is represented in the group talk and look for the choice of title. This is a prerequisite for a true description and interpretation.

Invent: made during the first phase of knowledge are profound issues targeted by the guide: possibly it may provoke the participants with a mystery to the original: "I see something you do not see!" search picture details. In the next step the guide along with the guests could reconstruct a figural scene in order to get to the content of the picture.

Transmission and evaluation: The final phase by questions from the guide can create links between this site and seen something.

Recommended not to absolute indirect methods because they require a lot of time. In the bigger picture galleries where they can be seen many pictures overlap only part of the exhibits, while the smaller ones, which dominate 3-4 important paintings, works undergo this method.

Uncertainty of the guide should not be seen as clearly in the report and in the discourse, in which guests are not only asked, and ask questions themselves. Because of this, the guide should be more flexible, to prevent "recitation" of the program to avoid any tension.

- Management of museum discussion⁶³

The questions posed by the group's tour guide tourists should not be too demanding ("Since when there is a rare type of double image?"), On the other hand, should not be naive (What's dress Mother of God? What makes you impression?).

It is important to dominate the conscious aim of setting the questions, so I will keep under a single line in leading the talk and will not waste time. Also too long standing with an object and long conversations lead to demotivation of participants. Better would be asking questions such as: "When you watch spatial representation in the Gothic painting of XV century and compare it to this picture – what changes you make an impression?"

Could be asked questions and accident. The questions must be carefully chosen, otherwise the participants will be discouraged to get relevant knowledge. Thus the guide creates the feeling that they themselves contribute something to the conversation. This empathy mediate successful experience, understanding of the presented objects and a motive for further engagement with the objects in the trip.

- Guidelines for the organization of a museum tour

If in practice often visited one museum pass uniform and pedagogical emphasis in the lecture difficult to implement, it is advisable to make requirements of organizational and didactic kind that are feasible in smaller and less visited museums.

⁶³ Vieregg, Hildegard: Museumspädagogik in neuer Sicht. Erwachsenenbildung im Museum. 2. Bd. Baltmannsweiler 1994.

Planning a museum tour

- Collection of materials and determining the sequence of sites visited in the order of the hall in the museum plan that meets the overall theme (substantive and temporal balance);
- Compliance with the working time in the holidays;
- Taking into account the circumference of the closing of a space for a specified time (lunch), or for a long time (for repairs);
- Facilities available for small groups;
- Partitioning of certain parts of the visit;
- Finding a suitable place to collect the other groups;
- Possibility of parking the bus;
- Refreshing opportunities and planned coffee breaks;
- Place of toilets;
- The possibility of sitting in some rooms;
- Full load of the museum. Difficult or even impossible situations for the tour;
- Is there in this case the opportunity for participants to prepare a tour through the media (e.g. photocopying early plan of the museum highlighted sightseeing or a summary of the guide for the museum and multimedia Presentations).

Making pa museum tour

- A brief report on the history of the museum and its collections, possibly even on the bus; on the spot; portraits of important collectors and patrons as a starting point;
- A brief explanation of the program and initial orientation markings, using the museum plan;
- Clarification of the meeting after the visit;
- Selecting this starting point that should not be the guide covering og large pictures or possibly two different positions;
- In small objects to form a semi-circle of participants;

- Do not talk to the person to the pictures – thus losing contact with the group;
- If more groups are in one space: diversion of the site;
- Planning a break associated with food, coffee, toilet, the opportunity to purchase souvenirs.

4.5. Topics and discussions on specialized tours – visiting archaeological sites

Preparing to visit the archaeological zone is difficult because it is often unclear as sites, monuments are only fragmentarily maintained and most are not marked. Subsequently need to be clarified necessary planning stages of an archaeological zone⁶⁴.

Planning

For the good methodical planning verify that been published drawings of temples and buildings, as well as photographs of important buildings as guideline. Have a plan, guide selects "stellar objects" and then possibly a few others that form the thematic range.

Programming should monitor the position of the guides the overall program. In attendance unique Roman Theater should be planned longer explanations. For example, if a trip to the "Renaissance Florence" is considered the theater of Fiesole with ancient catacombs in the program, the guide should not go into detail, but to talk about the concept of antiquity in the Renaissance.

Also need to calculate the time available. Obi circumference should not exceed from 1.30 am to 2 pm, where the monuments are located close to each other, i.e. in a relatively short interval, to avoid straining the ability of participants to perceive information. In some important areas (such as the

⁶⁴ Andreassen, T. W., & Linderstad, B. (1998) Customer loyalty and complex services. International Journal of Service Industry Management.

field of Coliseum and the Roman Forum) the duration of the lecture can be 3 pm to 3.30 pm; in these cases is planned break (with the opportunity to rest in the house of the ruler).

After the investigation it became clear that nothing tires the participants as one long museum visit (multi and often unrelated subject, long standing and discomfort). The archaeological zone is taken almost as a rest area, because there were more in the sights one after another in an internal connection, the observer moves in nature (most tombs are green) in fresh air. In particularly bad terrain comes aforementioned argument – impact of mental effort to be ready for bear.

If possible according to the daily schedule, one area of the excavations can be visited in the late afternoon. This avoids the midday heat, and light is particularly suitable for photographs. If one has enough time, you can make an emotional evening visit, and the next day before-Answering a meaningful tour⁶⁵.

If archaeological zone is turned museum, his visit was at the end of the examination, because the detected objects can be placed in familiar, local relationship.

Tour unknown archaeological site

If the guide is not familiar with the particular area of the excavation, it should not give introductory information on the bus and in the area of excavation to gain significant time on its own orientation and possibly with a larger walking tour to provide an impression for walking, as expected guest.

Finally, the guide leads the group to easily identified sites, orients with the plan or limits only on important points with which gives more general explanations, e.g. type of Roman temple and theater, thermal structures lifestyle mythology.

⁶⁵ Baloglu, S. (1997). The relationship between destination images and socio-demographic and trip characteristics of international travelers. *Journal of Vacation Marketing*.

The guide can also build your daily schedule that before visiting to make a lunch break or shower close as he informed about the area. You can also organize picnics in the area of excavation to be decisive for the overall satisfaction of tourists. Prerequisites for this are interesting places vegetation. In large, much visited facilities in most cases is prohibited. In such cases the guide may meanwhile be informed to shoot.

Alternatively, after a brief introduction to the guide to motivate the participants to navigate the area excavated, to give time for photography as well as own discoveries and hypotheses. A prerequisite for this method is that once the group is now led by a tour guide in the area of excavations and is served by the oriented and mentoring support⁶⁶.

In places excavations recommended preparing our buildings reconstructions that are in the form of sketches, photographs of models or pictures of the current state of the indicated reconstruction. With reconstruction participant was able to recover again in my mind remains and imagine life in antiquity.

In this respect also provide pictures of the daily life, clothing, haircuts and weapons. They can be distributed to each participant as photocopies or smaller number of participants during the tour to be submitted by hand to hand. When stakeholders can be created and photographic material for comparison, showing similar works occurring at this time, samples from sites visited – presentation influenced by antiquity.

In order to facilitate the learning of important archeology and historical terms, the guide can make the selection of the corresponding concepts in clarifying sketch and divided them according to their meanings. Tour guide, visiting ancient temples, must be competent in these terms, such as columns, capitals, cornices, read. Since most of these concepts are

⁶⁶ Gauf, D., Reiseleiter-Training RLT. Aktuelles Lexicon für Ausbildung und Praxis, SVA Südwestdeutsche Verlagsanstalt 1993.

used in explaining the building, they must be specified before the particular talk.

After the phase of description and explanation of the function of an antique building the guide offers group problematic of the classical ideal. If the tourist imagine ancient ruin undamaged and color painted (e.g. remains of paintings in Palstum) wading idea of participants likely to be rejected. Dionysian aspect in the monitoring of antiquity – unbridled, unrestrained and joyful, stands out and is preferred to apolonic and harmonically balanced style of Friedrich Nietzsche.

Another problem with the presentations of the guide are normative understanding of classic. Today's authoritarian rule is represented by classical forms (satellite town near Rome, commenced during the Mussolini; Monumental-term construction of Hitler). Classical form appears as generally valid and is regarded as a "leading picture of an educated elite."

Phase summary and analysis of the lap may clarify the relevance of influence history. For example, in the presence of a triumphal arch the guide displays the group in a Christian church, and explains how Classicism is back in the form of large doors (Castelo Nuevo Naples) taken as a motive for triumphal arches of classicism (Victory Gate in Munich, Brandenburg's Gate in Berlin). In conclusion, explaining that individuals who are popular and loved by his people rise arches – doors to continue to live in history.

In summary it is necessary to focus on the beauty of the archaeological zone. For Goethe as Italian antique temples were point of attraction for its familiarization trips. This specific Italian cruise-Chevy in the past century for many tourists was an exceptional experience. Modern guide should try to turn it into one, and for today's tourists using quotes old tourist brochures that he read in the area or on the bus go.

Feelings that drive tourists to ancient sites and partly a religious nature. There are still sacred temples, sacrificial or religious places have their special appearance.

4.6. Topics and discussions on trips related to landscape

Next sheet without exhaustive clarifies various aspects of content and methodological guidelines that can be interpreted by the guide regarding landscape of a destination during holiday travel:

- Aesthetic aspect of the representation of the landscape;
- Analytical aspects;
- Climate (solar radiation and its effect on mood and mentality of people comparing Central Europe, with the remaining part, and weather conditions theming influence on the emergence of culture, landscape and climate determine the type of architecture – for example, pile dwellings, dugouts in Australia);
- Vegetation zones;
- Type of surface;
- History of the Earth, and their geological features and their history of occurrence (e.g. upright stones of volcanic character in Latin America, the occurrence of the Munich gravel Valley, Swiss Alps).
- Mineral resources and related industries in the present and past (Bavarian metallurgy);
- Natural resources and their development (impact on flora and fauna, natural protected areas, reserves for: Indians – North America Aborigines – Australia);
- Ground and water resources and their importance to human life.

People form the landscape in the past (erosion in Mediterranean countries, deforestation, from the time of the Ro-

mans; consolidation) and present (reforestation to stop the erosion kind of agriculture, irrigation, imports of animals and plants of Australia, restructuring through hotel buildings). The guide presents the tourists:

- Learning paths and historic streets (e.g. street smiths in Baden-Württemberg, the old street of silk, gold braided path);
- Defenses and to one side (days of the North Sea, terracing of the vineyard; defensive towers against pirates);
- Measures for the area in the past and present;
- Neglect of a room (evictions, abandoned settlements, traces of past culture);
- Relations own substation and their social impact and influence on you outside of the area (e.g. urban inherited estate); landscape as a mirror of economic forms; use of the site in relation to the market of the Place-mint-industrial areas;
- Area determines the type of agriculture (Goleta mine and farm use) and regional cuisine; civil residence and work (e.g. higher forms of natural semi-urban buildings, individual buildings, features of buildings, farmhouses, museums for the summer); one formed by the landscape (e.g., island residents, mentality);
- Leisure and landscape (vacationing, USE landscape criticism ecotourism landscape and climate determine the specifics of it free time);
- Conservation of the landscape (summer museums, protected areas, national parks, zoos); environmental protection and ecology (e.g. purifying rivers);
- Natural and cultivated vegetation;
- Structures (infrastructure, roads, earlier today); Flora and Fauna (name of plants and animals, their history, processing plants – for example olives, planting arrays lavender in Provence; ICs territory development, inclu-

ding the history of their adaptability to the changing environment with its resources , cooperation between flora and ambient environment to, for example Australia: stopping the reproduction period of drought);

- Settlement policy, urban forms;
- Projects (sewer, development offices, dams, canals);
- Landscape and its hazards (diseases, e.g., malaria); man and nature (opening of mountaineering in the 19th. century); landscape and literature, a description of the commitments (e.g., moonrise, Italian travel (Goethe) and landscape artists (e.g. Van Gogh, Dutch and Venice Machiavellian artists);
- Landscape and folk songs;
- Artistic landscape (e.g. contrasts Tuscan artistic representation and the Venetian arts – mentality, art and culture);
- Historical events that have developed in the area and local resources that caused their development (battle, war);
- Stories, tales of apparitions, ghosts in a certain area (swamps);
- Landscape and local communities (e.g. Australia: adaptation and survival of the local population in the extreme conditions of life);
- Landscape and religion (e.g. worldview. Greek mythology);
- Landscape and human care (e.g. Australia," flying "doctors" flying "school supply of food and water);
- Change of seasons and the landscape;
- Continental isolation (Australia) and its influence on politics, people, life.

Conclusion

The tourists enrich their knowledge and life-style by travelling and staying away from their usual environment. Along with the natural resources significant for them are the anthropogenic resources as well. We mean the cultural and historical sites, archeological and architectural complexes, religious sites and others which are the main purpose of the tourists` trips and the accent of the tour guide service.

It is obvious that tourism industry plays a significant role in the world economy. That explains the attention paid to the extra services in tourism. The growing economic importance of that business activity is the reason for the growth into demand of the specific characteristics of it.

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Appendix

Options for developing exemplary methodical plan:

Version 1

Excursion: Sofia – Veliko Tarnovo – Arbanasi – Gabrovo – Sofia

Day 1st:

- 09:00-12:00 Travelling from Sofia to Veliko Tarnovo
12:00-14:30 A walk through Veliko Tarnovo
"St. Dimitar" Church
"St. st. Constantine and Helena" Church
"Asenevtsi" Monument
"Mother Bulgaria" Monument
"Samodovska Charshiya"
"Vazrazhdane I Uchreditelno Sabranie" Museum
14:30-16:30 "Tzarevetz Hill"
17:30-19:30 A Tour in "Arbanasi"
"St. st. Archangel Michail I Gavrail" Church
"Jesus' Birth" Church
"St. Nikolay Chudotvorets" Monastery
"Uspenie Bogorodichno" Monastery in Arbanasi
19:30-21:00 Theme Evening in Arbanasi
22:00 "Sound and Light" Spectacle

Day 2nd:

- 09:30-12:00 Ethnographic Museum
12:30-14:30 A Sightseeing of Gabrovo
The Home of the humour and skit
"Dechkovata Kashta" Historical Museum
National Museum of the Education
"Uspenie Bogorodichno" Church
The Clock Tower
Travelling back to Sofia

Veliko Tarnovo

The city of Veliko Tarnovo is located in Central Bulgaria, in Stara Planina, 210 m over the sea level, on the historical hills Tzarevetz, Trapezitza and Sveta Gora. In the city's range is Yantra River. Veliko Tarnovo stands at an equal distance from the biggest Bulgarian cities. The city has a vast and rich historical past. In 1885 the brothers Asen and Petar made a successful rebellion against Byzantium and Veliko Tarnovo has become a capital city of Bulgaria. During 13th and 14th Veliko Tarnovo had been an important political, administrative, economic and cultural center of Europe.

During the Renaissance Tarnovo has become alive again due to economic, political and cultural progress. There was a development in handcraft, trade and construction of homes, churches and public buildings. In those times Veliko Tarnovo had been a fight area for religion independency and national exemption. In 1877 Bulgaria reached its independency. In 1885 Bulgaria and Eastern Romelia got united. Although Sofia was announced for a capital of the new Bulgarian Republic Tarnovo continued to be a source of national pride and Bulgarian national identity. In the recent time Veliko Tarnovo is a great tourist destination because of its historical fortune.

"Saint Dimitar" Church

Saint Dimitar church is located in the north-east part of Trapezitza, Veliko Tarnovo, on the coast of Yantra River. The name of the church had been bounded with the rebellion from 1185 of Asen and Petar against Byzantium. The first lords from dynasty of the Asens – Asen, Petar, Kaloyan were crowned there. Later, during 17th-18th century a monastery was built next to the church. In the year of 1971, many smaller buildings, which supposedly were part of the monastery, had been found as a result from a historical survey.

Both the church and the monastery were destroyed by an earthquake during 13th century.

In the end of 13th century, Saint Dimitar church was robbed by kardzhaliens. During the second part of 19th century the church was totally damaged and the earthquake in 1913 had completely destroyed it. The archeological researches that began in 1971 helped to understand how and when the church was built. The outer decoration was made of stone and bricks only. The renovated temple of Saint Dimitar was opened as a museum in 1985.

"St. st. Constantin and Helena" Church

It is also located in Veliko Tarnovo and had been built by the great Bulgarian architecture Kolyo Fitcheto. He managed to combine different forms and elements in it very well.

The church looks very beautiful from inside. On the main entrance, on both sides of the door there are two spinning columns, the church and the belfry are very beautifully connected. The picturesque contributes for the whole picture.

There are some graves on the left side of the entrance, where many famous persons were buried. Here is positioned the monument of Panaret Rashev.

"Asen's Dynasty" Monument

It was built in the honor of the four Bulgarian kings – Asen, Petar, Kaloyan and Ivan Asen II. During their reign, Bulgaria reached its most successful and powerful conditions. In those times Tarnovo was the most important city in Bulgaria. The most beautiful monument in Veliko Tarnovo was founded in 1985. It is located next to Stambolov Bridge and National Art Gallery. There is a beautiful view from the monument.

"Mother Bulgaria" Monument

It is located in the very center of the city. It's been dedicated to the people, who have lost their lives in the numerous wars that have been held in those times. The monument was founded by the locals. It was opened in May, 1935. Nowadays the monument is well known as Mother Bulgaria.

"Samovodska Charshiya"

This is the oldest marketplace in the city. There were many shops where traders and craftsmen were doing their masterpieces and used to sell them to the visitors. You can also enjoy the local restaurants, trying the national dishes and our traditional meals. The homes of Emilian Stanev (famous Bulgarian writer) and Stefan Stambolov (Ex-Prime-Minister of Bulgaria) are located here.

The Renaissance Museum

It is located next to the archeological museum and it's been found in 1970. There are preserved many pictures, original documents and objects from the great past of Veliko Tarnovo. The exhibits date from 15th-19th century, the renaissance period of the city. The Renaissance Museum was built by Kolyo Fitcheto. Here you can also find some other masterpieces of the Bulgarian iconology. Alexander Batemberg – the first Bulgarian king of the new history was crowned in here.

Tzarevetz Castle

Tzarevetz is located in Veliko Tarnovo, and you can't miss its great magnificence. In the period of the Second Bulgarian Kingdom (1185-1393) Bulgarian borders reached a range of 3 seas and the country was the most powerful one in Europe.

Archeological diggings show that there were many administrative and public buildings on the top of Tzarevetz.

The earliest evidence for a human residence here dates from 4th century B.C. There was a byzantine resident here during the 5th century. A restoration of the 1st of 3 main doors started here. In front of the 1st door there was a moving bridge. In the center of the hill was located the castle. The castle consists of stone wall and two towers, 2 entrances, a church and kings chamber.

Once upon a time Tzarevetz was an impregnable fort. Nowadays we recreate the history. There is an audio-visual show called "sound and light". It is still being held every year and is an unique attraction in Europe.

Arbanasi

Arbanasi has a population with a total of 310 people. It is located only 4 km away from Veliko Tarnovo. The village has unique renaissance architecture, which dates from 16th-17th century. The houses here look like forts. Yet they have really beautiful and colorful gardens. The doors, furniture and windows are carved, the walls are decorated with different elements and painted with flowers. There are 7 churches saved from 17th century, and they all have big fences, small windows and iron-wood doors. You won't see any decorations from outside, but once you enter you can see many unique carvings as well as drawings. Arbanasi takes place in the UNESCO's World Cultural Heritage List.

"Rozhdestvo Christovo" (Jesus' Birth) Church

It's located in Arbanasi and is one of the oldest churches. Rozhdestvo Christovo Church supposedly dates from 16th-17th century. The church is composed by male and female compartment, gallery and the "Yoan Krastitel" chapel. This church is one of the most painted in Arbanasi. The walls

paintings were finished in 1597. The one in the female compartment was finished in 1638 and the paintings in the chapel are from 1632. The iconostasis is very old and is a magnificent carving.

"St. Archangel Michail and Gavrail" Church

This is one of the biggest architectural sanctuaries. St. Archangel Michail and Gavrail church is composed by an altar, gallery and chapel named "St. Paraskeva". A part of the church was built in 17th century. Some of the wall paintings were made by Michail from Solun and Georgi from Bucharest.

"St. Nikolay Chudotvoretz" Monastery

Located in Arbnasi, the monastery was found during the reign of Asen's dynasty. In 1393 it was destroyed by the Turks and 3 centuries later it's been renovated. In those years the monastery was built. The church was burnt and rebuilt again in 1735.

The monastery is currently available for visiting. It is composed by church, buildings and a chapel. In the church there are central dome and male and female compartments. In 1716 next to the north of its side was built the chapel "St. Iliya". The buildings were built in the period from 1833 to 1870.

There are preserved some ancient icons, wood-carved iconostasis, wood cross which is overlaid with silver and decorated with colorful stones and the antique bronze chandelier from 1746.

"Uspenie Bogorodichno" Monastery

This is one of the monasteries in Arbanasi. It's smaller than the "St. Nikolay" and is located in the north-west part of the village. It's composed by church, buildings and chapel. During the first years of the Turkish slavery, the monastery

was a rich one. Later it was abandoned. In 1680 a new monastery church was built. It is elongated, short building with two antechambers. In its north side is located a chapel, named "St. Troitza". In the chapel is kept the miraculous icon "St. Bogoroditsa-Trouruchitsa". In 1716 troyan monk Daniel revived the activity of the monastery. In 1762 the church and chapel were renovated and decorated with murals. Upon the entrance of the monastery there is a belfry.

Gabrovo

Main information

The city of Gabrovo has a population with a total of 76 591 residents. Gabrovo is located 390 m upon the sea level in the north part of Central Stara Planina mountain, on the both sides of Yantra River. Gabrovo as a city have formed itself in the middle centuries. There is a legend that long ago on Gabrovo's land a young smith have settled. Bit by bit around his house a lot of people have got settled as well-tailors, chefs, furriers, repairmen. Next to Racho's house there was a big hornbeam tree, so in his honor they called the city Gabrovo, which means the city of the hornbeam. Now there is a monument of Racho the smith in Gabrovo.

In the 12th century Gabrovo was a big handcraft and market center, because it was near to the former capital – Veliko Tarnovo.

In 1860 in the city was opened the first factory in Bulgaria, and then Gabrovo became its municipality. In 1825 was opened the cell school, and in 1835 the first Bulgarian secular school. Later in 1889 the school was named "Aprilova Gimnaziya" or "Highschool of Aprilov" in a honor of his creator Vasil Aprilov. Gabrovo is called the city of Manchester, because it has been represented a huge textile center.

Gabrovo – the city of the humor and skit (CHS).

CHS has been built in 1972 and its heritage is the local folklor humor as well as the carnivals and folklore games that are still being organized. Nowadays Gabrovo is an international cultural center, which combine successfully both history museums and hilarious atmosphere. Here you can also find lots of galleries of worldwide legendary humor and skit artists.

The motto of CHS is the following sentence: "World has survived, because of the laugh". Here you can find a combination of humor and skit in terms of photographs, cartoons, painting, sculptures and so on. Lots of expositions are being organized in Gabrovo. There are also benefits and gifts for winners. Youngest artist are being encouraged by the organizer.

CHS Building nowadays rests on an old leather manufacture and covers a range of 10 exhibition halls with overall acreage of 8000sq.m. Charlie Chaplin, on his visit of the CSH, has been laughing on the whole world in front of CHS museum. Don Quixote and Sancho Panza monuments are made with available materials.

Historic Museum "Dechkov's house"

You should definitely visit this sight. It has been built in 1835 and is near to Yantra river. The building had been restored and renewed according to the local construction traditions. Rooms had been restored as well in terms of furniture, carpets, paintings etc. Here you can take some pictures or enjoy the authentic music. All these conditions, provided by Dechkov's house will help you to feel the authentic Bulgarian ghost.

National Museum of the Education

In 9th century Bulgaria was the first European country that created its own church, school and library in order to improve renaissance traditions and education. Aprilov's school is the first Bulgarian school, opened in 1835. Many

famous Bulgarians, such as Aleko Konstantinov and Emanuel Manolov, received their education there. The National Museum of the Education has preserved its traditions today. The museum was opened 1st of January 1973 and covered the entire area of these historic building. In front is positioned a monument of Vasil Aprilov – a generous merchant. The main goal of this museum is to research for, find, collect and preserve national education monuments.

"Uspenie Bogorodichno" church

This church was constructed in 1865 in the quite center of Gabrovo. The Architect was a craftsman from Tryavna city – Usta Gencho Krastev. Made of stones, this magnificent building represents one of the most beautiful architectural monuments in the city. Many people were confessing in front of the icons you may see. Gorgeous carved iconostasis is one of the masterpieces of this period.

The Clock Tower

Every nation has its own local symbol. The clock-tower is the city symbol of Gabrovo. Since hundreds of years, the Clock Tower in Gabrovo is located in the city area. It is 28 meters height and has been handmade built in the far 1835 by the local craftsman Ivan Sakhatchiyata. The bell of this magnificent Clock Tower was imported from Vienna. Nowadays the Gabrovo Clock Tower is located right in the central area of the town.

Ethnographic outdoor museum "Etar"

A unique museum near to Gabrovo, just a short distance of 8 kilometers from the city, is the Ethnographic outdoor museum "Etar". This is the only one ethnographic museum in Europe. It is located in a district, which has the same name as the museum, i.e. Etar. The district is located right on the Sivek river's coast on the north slopes of Stara Planina Mountain. Etar takes an area of 70 acres. The construction

of the museum continued between 1963 and 1976. This park-museum represents the local crafts and lifestyle before 150 years. In the Craftsmen workshops you can get an idea about more than 20 crafts, that have been done in the middle of 20th century. The visitors will have the chance to watch how exactly the objects were made. The process of creation of objects such as silver dishes, bronze tools and traditional food will be shown visually. There will be some "how-to-make" tutorials for the enthusiasts. In the Ethnographic outdoor museum "Etar" specific celebrations are organized in the national Days, such as Tsvetnitsa, Eastern, George day and so on.

Version 2

Excursion: Itinerary Venice – Verona – Padua

PROGRAM

Day 1st:

- 14:45h Departure from Sofia
- 16:50h An arrival in Rome. Transfer from Rome to Venice – the most amazing and romantic city in the whole world.
- 19:00h Transfer from the Airport to the Hotel in Venice.

An arrival and accommodation in the region of Venice around noon. Free time for sightseeing. No private transport provided, respectively using the public transport is recommended. A Gondola trip along the city channels.

Day**2nd:**

10:00h A tourist discourse about the history and architecture of Venice.

A pedestrian walk in Venice with a local guide.

11:00h A half-day tour to the east part of Venice.

Visiting: Saint Marco Square
 San Marco Cathedral
 The Belfry
 The Clock Tower
 Doge's palace
 The Sigh Bridge

Day 3rd:

A day off. A possibility of visiting other Venice sights, which are not included in the main program. Some of the most popular attractions are listed below:

The Clock Tower

The columns of the Winged Lion and Saint Theodor

The "Corer" museum

The "Marciana" library

The "Guggenheim" museum

Day 4th:

08:30h A trip from Venice to Verona

An hour-long pedestrian walk along Verona's streets.

Afternoon: "Arena Di Verona" visiting

"Bra" square visiting

"Juliet's House" visiting

"Delle Erbe" square visiting

Day 5th:

09:30h	A trip from Verona to Padua
11:30h	A transfer and Accommodation in the hotel
11:30-12:30h	Free time for individual activities
12:30h	Guided visiting of "Saint Antonio" basilica
13:15h	A walk in the "Prato della Giustina" square
14:00h	Guided tour of "Saint Giorgio" basilica
14:00-17:30h	Free time for rest or shopping
17:30-18:30h	A short discourse and a visit of the statue of Erasm Guatemala
	Free evening for personal preferences and entertainments

Day 6th:

09:00-11:30h	A short walk in the city for taking pictures and shopping. Watching local dancers and musicians performances
12:00h	A transfer to the airport with an organized transport. The departure is at 14:45.
17:10	Arriving at the Sofia Airport.

GUIDE DISCOURSES RELATED TO THE VISITED SIGHTS

General information about Venice

Venice is the city with the most beautiful adulations which have been ever made from famous international writers. Venice has been proclaimed for a phenomenon. Venice is built on 117 little islands, has 150 channels and over 400 bridges. Arriving in Venice, the first thing you should do is to get a boat (local gondola) and sailing all around the city, feel the magnificence and see the unbelievable beauty of this destination. Spring is the best time to visit Venice. There are not many tourists during this season, as well as the smell comes from the numerous channels is not that sharp. The legendary Gondolas look beautiful and amazing. This pleasure, however, is not cheap. It costs between 60-120EUR. The final price depends on your personal market-abilities. The most affordable and recommended option is the public transport. A ticket costs only 3.10 EUR for a round trip. For 10.50 EUR only you can get a daily card for all city lines. Furthermore, a 90-minutes walk along "Canale Grande" is included in this price. Tourists can also enjoy the numerous doves flying around "Saint Marco" square.

"Saint Marco" Square

Saint Marco Square is located right in the town center and is the general attraction of Venice. They called it "The Official European Saloon", regarding to its political, religious and social role. In the beginning of the 12th century, there was only a bare field on the area where nowadays the square is located. Saint Marco Square has been shaped as it looks in order to become appropriate place for a meeting point between Alexander III and Emperor Barbarossa. The most important buildings in Venice are located on the Saint Marco

Square – Doge’s Palace, San Marco Cathedral, Belfry, Clock Tower etc. Two of the oldest Cafeterias in the world you can find in Venice. In the end of the square are two columns. The Winged Lion is placed on top of the first one, and a statue of Saint Theodor on top of the other.

"San Marco" Cathedral

The history of this building dates from 829, when the dead body of Saint Marc has been stolen from Alexandria and transferred to Venice. Today’s look the church obtained in 1063. This Cathedral has been built to present the honor paid to Saint Marc and also to demonstrate the power of Venice Republic. On this occasion, every ship that moored in the Venice Port had been obliged to bring a gift to the Cathedral. The most valuable gifts are nowadays preserved in the church’s treasury.

The Belfry

The Venetian Belfry is one of the biggest symbols of the city, with a height from 99 meters. It’s been built in 9th century and has been projected for a spectacular tower with light house in it. In 1514 the Belfry has been shaped in its present form by the architecture Bartolomeo Bon. For centuries the Belfry was subjected on storms and earthquakes but has never fallen down until 1902. It was built again in the same look in 1912. The Belfry consists from total of 5 bells. Each bell had its own goal – one was made to mark the beginning of the workday, and another for its end.

Doge’s Palace

As one of the most important buildings in Venice, Doge’s Palace has been representing a residence of 120 doges in the period from 697 to 1759. The palace is built on an ancient roman building, which was destroyed by a fire. Many famous creators and artists have joined the embellishing of the palace. Among these participants were Tician, Veroneze, Tito-

retto, Bellini. Tourist's interest could not be completely fed without seeing The Great Council and The Senate's Hall.

Sighs Bridge

Sighs Bridge connects Dodge's Palace with the New Prisons. It is supposedly, that this fact stands for its name. The myth says, that when a prisoners sentenced to death were walking the bridge, they have been loudly sighing. This was the last time they could feel the magnificent of Venice and the greatness of Canale Grande. In that prison had been thrown Casanova – the worldwide famous lover. He has been sentenced to a death for numerous crimes, most of that were rapes. However he succeeded breaking the prison and went back to his hometown after 18 years of vagrancy. This is just a legend though.

VERONA

Main information

Verona, as well as many Italian cities, is a rich city in terms of historic heritage and sights. Verona is the town of the purest love ever appeared, exactly those between Romeo and Juliet. Besides, Verona still has a great historic attractions and sights for tourists. The trip should definitely start from the most popular monument in the city – "Arena Di Verona" Amphitheater.

"Arena Di Verona"

This majestic amphitheater was built during the 1st century A.D. is perfectly preserved ancient-roman monument. In the ancient times, many gladiator's fights as well as knight challenges and spectacles had been organized here. Arena Di Verona has over 22 000 seats. In terms of size and importance, this amphitheater is placed on the second place, outdone by the Coliseum. In 1822, among all the European Monarchs, Rosini placed the cantata "Saint Union", dedicated to the

stately congress of the European Nations. Here is held the traditional summer opera festival. Bulgarian singers, such as Nikolay Gyaurov, Gena Dimitrova, Rayna Kabaivanska have also been singing on the scene of Arena Di Verona.

"Bra" Square

Bra Square is located in Verona, the most romantic city in Italy. This is the biggest square in Italy and one of the most spacious and impressive squares in Europe. Here you can find some great historic monuments, such as Arena Di Verona, as well as many other mid-century buildings. Centuries of glory is hidden behind the name of this ancient city. William Shakespeare has written: "There is no world outside Verona. There is only hell. Who is expelled from Verona is expelled from the world and who is expelled from the world is dead."

Juliet's House

Juliet's house is well preserved mid-century house, which is located nearby to the Delle Erbe Square. This house dates from 13th century. Here, above the bronzed sculpture of Juliet you can see the balcony, where Juliet has been enjoying Romeo's love speeches. This place is really romantic and it is recreating the mid-century love atmosphere between Romeo and Juliet. You still can see the love messages, written by visitors on walls of the house. Juliet's grave is located in the "San Francisco" Monastery.

"Delle Erbe" Square

Delle Erbe is placed where the ancient roman forum has used to be. Supposedly, the name of the square comes from the ancient market, which is located pretty close. You can also still see one of the most beautiful gothic buildings, such as Trading house (1301), 83 meters high Lamberti Tower (1172) also known as The Bell Tower. This is perhaps the most picturesque squares in Italy. In the center of the square "Ma-

dona Di Verona" Fountain can be found. It was built in 1368 and is nowadays a symbol of the city.

PADUA

Main information

Despite this is Saint Antonius town and also has a great university, Padua is unfortunately widely known as a cheap and comfortable place for recreation and relaxation in addition to your visit of Venice. Yet the city has many masterpieces of art and provides a big pleasure with its many squares and beautiful streets.

"Saint Antonio" Basilica

Saint Antonio's Basilica is a wonderful architecture masterpiece, which preserves exclusive works of art. The Basilica was built in honor of Saint Antonio. The construction started in 1231 and has the shape of a Latin cross. It is assumed that the architecture style of the church is a combination from Gothic, Eastern and Arabian style. Statues of Donatello can be found in here. Church's interior is richly embellished, thanks to the generosity of the religious. Official holiday for honoring Saint Antonio is 13th of July, but tourists are able to visit the church throughout the year.

"Prato Della Valle" Square

Famous and the most beautiful square in Padua is exactly Prato Della Valle, well known as "Pra" among local residents. It has been projected by Domenico Cerrato at the discretion of Andrea Mimia. The square looks like a big elliptical island, surrounded by numerous channels and 78 statues of different historical celebrities. These statues were being made in the period from 1775 to 1838. There was an amphitheater here, and the place is now being used for fairs and many other events.

"Santa Giustina" Basilica

This is perhaps the most impressive church in Italy. It was built during 16th century by the Benedictine monks.

"Erasmus Gattamelata" Statue

This statue has been built by the great sculptor Donatello in the honor of the Venetian general Erasmo Da Navarni.

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