

## DETERMINING THE EFFECTIVENESS OF USING CHATGPT-4 IN ORGANISING EXCURSIONS

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**Abstract:** As artificial intelligence (AI) technology becomes more deeply embedded in people's daily lives and work, the importance of ChatGPT (Generative Pretrained Transformer) is growing and its application in the tourism sector is expanding. ChatGPT can be useful in organising new excursions because of its capabilities such as data analysis, interpretation, scenario creation and model evaluation. Therefore, the purpose of this study was to determine the effectiveness of using ChatGPT-4 in organising new excursions. The study was conducted at the Abai Kazakh National Pedagogical University and 82 students participated in the study. The study consisted of two stages, at the first stage students answered a questionnaire on the discipline of "Literary excursion", which was studied for 15 weeks, and at the second stage was conducted a study based on comparative analysis, with the assignment of 6 specially prepared questions to determine the effectiveness of using ChatGPT-4. As a result of the study, the need to study the excursion subject for students of educational programmes "Kazakh language and literature" was 72%. ChatGPT-4 became an indispensable tool in drawing up excursion itineraries for students, making their technological map and selecting an excursion object. In addition, with the help of ChatGPT-4 students built routes of new excursions and correctly identified tourist objects and traffic routes, type. Also very qualitatively wrote the text of the excursion in literary language and brought it to the level of an interesting script. Thus, using ChatGPT-4 when organising new excursions will help you to get information, save time, make specific decisions and improve quality. The results of this study may be useful in the future to explore ChatGPT-4 in the potential integration of other technologies such as augmented reality or virtual reality.

**Keywords:** ChatGPT, artificial intelligence, organising excursions, defining efficiency

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### INTRODUCTION

In the modern digital age, it is advantageous to use AI technology in organising tourist excursions (Koo et al., 2021). The AI of ChatGPT helps travellers to choose travel destinations, places, travel itineraries and make specific decisions (Sudirjo et al., 2023; Dadkhah et al., 2023). ChatGPT also has the ability to improve information retrieval results, make better use of the database and transfer data (George et al., 2023; Hassani and Silva, 2023). Therefore, the use of

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ChatGPT in organising sightseeing and thematic city excursions will help tourists to better understand the history, culture and traditions of the region, national peculiarities and expand their knowledge (Kazmina et al., 2020). It is also an indispensable tool for determining the route of excursions and choosing the means of travel (mode of transport) according to the peculiarities of the location of local tourist sites (Gubarenko et al., 2020).

In general, an excursion is an organised trip or visit by a group of people led by an experienced guide to museums, sites and nature to learn more about local history, culture or nature (Olin-Scheller et al., 2021). Depending on the purpose, an excursion can be entertaining, local history or educational (Issakov et al., 2023a). Excursions are also divided into sightseeing and thematic excursions. A sightseeing excursion usually includes the city's main attractions, historical sites, architectural monuments, etc., which gives a general idea of the city and its culture. A thematic excursion, on the other hand, will focus on a particular theme or aspect of the city, such as art, architecture, cooking, history, etc. (Denysenko et al., 2020). In addition, excursions are a tourism product that is part of tourism services. Since the development of excursion products is a complex, multi-stage, complex and very important process that requires systematic analysis, the preparation of a new excursion is carried out by a creative team of tour operators, tour guides and professional methodologists (Aleksushin et al., 2020).

Nevertheless, in secondary education organisations (schools), students are accompanied on excursions in most cases by the class teacher (supervisor) where they study. This is due to the fact that organised excursions help to solve the problems of frontal learning and allow students to plan their time (Arnold et al., 2018). However, is the class teacher (supervisor) competent in organising the excursion?; are they willing to draw the excursion route and walk along it?; and in observing safety during the excursion? is unknown. Therefore, the use of artificial intelligence and natural language processing technologies such as ChatGPT in organising excursions in secondary educational institutions (schools) can play a crucial role in organising excursions (Biswas, 2023). This is because ChatGPT uses a variety of approaches to facilitate learning and research, including model parameterisation, data analysis and interpretation, scenario building and model evaluation. (Rospigliosi, 2023). Thus, it is very important to study the effectiveness of using ChatGPT in organising tourist excursions.

The purpose of this study was to determine the effectiveness of using ChatGPT-4 in organising new excursions. After all, no specific studies on this topic have been conducted yet. Due to industry specifics, Zhu et al. (2023); Lund and Wang (2023); Ülkü (2023); Spennemann (2023); Fusté-Forné and Orea-Giner (2023); Limna and Kraiwanit (2023) and Rudolph et al. (2023) manuscripts are valuable. However, there are no Kazakhstani scientists who have scientifically studied the possibility of using ChatGPT in tourism. Thus, this study was conducted on the basis of the Kazakh National Pedagogical University named after Abai for the students of the 3rd year of educational programmes "Kazakh Language and Literature" of the Institute of Philology, in the hope that it will contribute to Kazakh literature. This is due to the fact that these students studied the discipline "Literary excursion" for 15 weeks, the basics of organising and conducting literary and cultural excursions. Thus, in this two-stage study, the students' knowledge and competences in organising excursions were determined, and the effectiveness of using ChatGPT-4 in the process of organising new thematic excursions was determined. Organising new excursions using ChatGPT-4 will help you to get information, save time, make clear decisions, improve the quality of excursions and increase the amount of income.

## LITERATURE REVIEW

### Artificial Intelligence (AI) in Tourism

AI is the ability to recognise, interpret, draw conclusions about data to achieve predefined organisational and societal goals (Mikalef and Gupta, 2021). Nowadays, AI technologies have begun to permeate many aspects of people's daily lives. This is due to the fact that industrial revolutions are the result of humanity's desire for progress, development and broadening of the (Kömürcü et al., 2021). Technological progress makes people's daily life more comfortable, in addition, technological progress makes enterprises change in various fields such as work, safety, labour relations, economy, social relations and psychology (Tiftik, 2021; Cheng et al., 2023; El Archi and Benbba, 2023a). Tourism research shows that AI technologies reduce productivity and increase job insecurity and the desire to leave work (Carvalho and Ivanov, 2023). There is also a correlation between employees with AI expertise and their propensity to leave the company (Li et al., 2019). According to Sheikhi (2022) study, the process of developing AI creates new professions and fields of expertise and increases job opportunities. But in order to increase the awareness of AI, a favourable working environment needs to be created (Ausat et al., 2023). In addition, there are speculations that with the spread of AI, many employees in the tourism industry will lose their jobs. Therefore, managers of tourism companies should support employees in acquiring the necessary skills related to AI technologies (Tuo et al., 2021; El Archi et al., 2023b).

The use of AI in the tourism sector will automate tasks and improve the quality of customer service (Acemoglu and Restrepo, 2020). Increases dedication by allowing employees to focus on the creative, strategic and meaningful aspects of their work. It also influences employee roles, automates ticket booking and enables virtual tours and excursions using augmented reality and VR technologies (Koegst, 2022). In the future, AI-enhanced tour designers, travel consultants, destination managers, travel journalists, culinary innovators and tourism educators may emerge with the help of AI. In particular, it is clear that already as ChatGPT is increasingly immersing itself in various aspects of the AI travel business, professionals with the necessary knowledge and skills will have a significant advantage in capitalising on these exciting prospects.

### Use of ChatGPT in the tourism sector

ChatGPT is a generative AI chatbot developed by OpenAI that is dialogue-enabled and supports natural language queries (Fui-Hoon Nah et al., 2023). The system can answer questions, create texts in different languages, including

those related to different subject areas. An important feature is the ability to generate programmes in different programming languages on request (Watters and Lemanski, 2023). The main goal of ChatGPT is to simplify the user experience through a dialogue interface. ChatGPT analyses and understands the data entered by the user and then produces a response that is generated by a multifaceted process within the model (Kraugusteeliana et al., 2023). The accuracy and relevance of the responses generated by ChatGPT are not guaranteed as they can only match the information available during the training phase of the model (Fauzi et al., 2023). ChatGPT, however, is able to improve search results by leveraging the existing database and providing accurate data. It also offers travellers recommendations on travel destinations, accommodation, restaurants and itineraries. (Erul and Isin, 2023; Koc et al., 2023). The use of ChatGPT can improve the quality of travel services and the overall experience in the travel industry. ChatGPT can be used as a mechanism to manage bookings, handle traveller enquiries and improve customer service.

Currently, due to the specific nature of the industry, the experience of using ChatGPT in the travel industry is expanding. In this context, Çolak (2023) examined the impact of AI on employment patterns in the tourism industry and noted the potential negative impact of AI on employees on issues such as layoffs, job mismatch, skills shortages, retraining problems, adaptation, creativity, decision making, workload, ethics, fairness, job performance, job satisfaction, feelings of monotony, and career. Meanwhile, Abdullah (2023) notes that ChatGPT-4 for hospitality industry can facilitate concierge services, hotel booking for travellers, feedback, room service, operational efficiency, hotel marketing and tourism guide. Also Göktaş (2023) found that the use of ChatGPT will be useful for success in distance learning exams. Ivanov and Soliman (2023) examined the impact of ChatGPT on future tourism education and research and suggested that universities should review their teaching and assessment strategies and implement a generative language model in teaching. Gursoy et al. (2023) ChatGPT and hospitality, focusing on current trends and future research directions in the tourism industry, discussed the possibilities of using ChatGPT in decision-making processes at different stages of travel. Furthermore, Mich and Garigliano (2023) warn that when using ChatGPT for e-tourism, in addition to its excellent characteristics, there are risks associated with its inherent limitations. Kohnke et al. (2023) studied ChatGPT for language learning, providing teachers and students with the digital competencies needed to ethically and effectively use ChatGPT to support language learning. Skavronskaya et al. (2023) contribute to the practice of AI and robotics in tourism teaching by critically discussing ChatGPT from a cognitive science perspective and providing recommendations to reduce AI plagiarism in tourism teaching.

## RESEARCH METHODS

This study aimed to determine the effectiveness of using ChatGPT, a generative AI developed by OpenAI and capable of operating in a dialogue mode that supports natural language queries, in the process of organizing new excursions. After all, ChatGPT can answer questions, provide texts in different languages, including those related to different subject areas (Harahap et al., 2023; Setiawan et al., 2023). ChatGPT can be used by the tourist for local lore purposes or for getting to know the environment, gaining knowledge and information (Demir and Demir, 2023; Issakov et al., 2023b). Therefore, in this study, quantitative and qualitative methods were used equally, a mixed method was used to determine the effectiveness of using ChatGPT-4 in organising excursions. The process of primary data collection began with the study of articles published in journals included in Scopus and WOS databases, a total of 56 sources of literature were studied. Also, to facilitate data analysis, methods of active listening and complex accounting of all significant data were used. The main study was conducted from 04.09.2023 to 29.12.2023 on the basis of Kazakh National Pedagogical University named after Abai for students of the 3rd year of educational programmes "Kazakh language and literature" of the Institute of Philology. This is due to the fact that the students studied the discipline "Literary excursion" as part of the minor for 15 weeks (1 semester) and mastered the basics of organising and conducting literary, historical, cultural excursions. A total of 91 (4 groups) students chose the excursion studies subject as a minor, however, 82 of these students participated in a research project to determine the effectiveness of using ChatGPT-4 in organising new excursions. The 9 students who did not participate in the study had known reasons. The study consisted of two stages, in the first stage (04.09.2023 - 08.12.2023) the basics of organising and conducting excursions for students were studied in class, the survey determined the significance of literary excursions and the competence of students. The content of the survey fully disclosed the significance and problems of teaching the discipline "Literary excursion". The responses of the interviewed students (respondents - R) were coded. And in the second phase (11.12.2023 - 29.12.2023), to determine the effectiveness of using ChatGPT-4 in organising a new literary excursion, ChatGPT-4 was asked the following questions:

Question 1. What is an excursion?

Question 2. Is it necessary to teach tour guiding to students of "Kazakh Language and Literature" educational programmes?

Question 3. What is the difference between a city overview and themed excursions?

Question 4. State the importance of organising literary excursions?

Question 5. What are the safety rules for organising and conducting an excursion?

Question 6. What skills can students develop through excursions?

The methods of this study to determine the effectiveness of using ChatGPT-4 in the process of organising new excursions are presented in Figure 1.



Figure 1. Research Flowchart (Source: compiled by the authors)

## RESULTS AND DISCUSSION

### Survey

The results of the first stage of the study showed that 70.7% of the 82 respondents who participated in the study had not participated in sightseeing or thematic excursions before studying the discipline of "Literary excursion", and 78% of the respondents had not organised excursions for special groups (Table 1).

In addition, to the third question of the questionnaire, do you think it is necessary to teach the subject of excursions to students of educational programmes "Kazakh language and literature"? "72% of respondents answered "yes, of course, it is necessary", 26.8% - "maybe it is necessary" and 1.2% - "it is not necessary".

Table 1. Demographic information

Background variable	Student	%
<b>By gender N=82</b>		
Male	6	7.3
Female	76	92.7
<b>Groups</b>		
302	22	26.8
305	20	24.4
308	20	24.4
312	20	24.4
<b>Have you ever taken a paid excursion?</b>		
Yes	24	29.3
No	58	70.7
<b>Have you organised a excursion?</b>		
Yes	18	22
No	64	78

What did the discipline "Literary excursion" give you as a future teacher? What have you learnt from studying this discipline? respondents answered the following questions: R2: From this course, I learnt how to build close relationships with my students, R7: Gives more opportunities. After all, we can use our knowledge to develop children's outlook outside of school hours by visiting museums and various beautiful places, R11: I designed my own excursion itinerary and learnt new stages of the excursion myself, R18: I believe that the discipline "Literary excursion" is mandatory for the future teacher, as every teacher should be able to act as a tour guide and make an excursion itinerary, conducting lessons with students, R25: We, as future educators, learnt how to conduct our own excursions involving students to museums and any tourist sites, R27: I learnt how to give special group excursions to the most important, city sights, what places to take, how to lead, how to speak, R32: By studying this discipline, I have developed several skills. They are: 1) I realised that the art of artistic expression is necessary in all spheres. If you can present any thing beautifully, it is bound to interest everyone. Therefore, I am convinced that vocabulary is always a must to develop and replenish. 2) Collectiveness and organisational skills. Yes, the discipline of "Literary excursion" has shown that both these qualities are present in me, explaining that these qualities are very helpful for me to become a qualified teacher. 3) Leadership and love for my work have instilled in me the most important qualities. I am grateful that I have learnt these skills in this short time! R36: During the excursion, I learnt how to talk my way around, what places to show, the route to take, R37: The discipline of excursion introduced me to a lot of information that I didn't know before. "What is an excursion?" I learnt about its types, driving rules and signs, timing, route and text development. We also looked at each type of excursion separately in the masterclasses. The discipline of "Literary excursion" has given me very important and necessary knowledge. I am sure that in the future I will be able to take schoolchildren on excursions that will be interesting and useful for them. In addition, I know that I can prepare and conduct excursions myself! By differentiating between different types of excursions, I can say that I will find the excursion I need, whether it is in my country or in other countries, R43: I expanded my vocabulary by writing the text of the excursion. Thanks to the excursion lesson, I taught respondents how to conduct excursions correctly. Discipline "Literary excursion" helped us to increase our spiritual development. Especially during the excursion, I got to know museums and learnt a lot of unfamiliar information, R45: At first I thought that this discipline was what our profession needed. However, later, when I became a teacher myself, I found it a great opportunity to organise excursions on a particular topic to broaden the outlook of the children, R49: Through the discipline "Literary excursion", I was convinced that there are many beautiful beautiful places in our country. The tour is necessary for us as professionals to complement ourselves, R52: As a future teacher, I can take my students on excursions to places related to my discipline. By studying this discipline, I learnt how to write texts, drawing routes, ways of conducting excursions, meanings, types of excursions, R54: The discipline of "Literary excursion" gives me a new purpose, a new direction, R55: Having studied this discipline, I understood that there are many types of excursions, different activities implemented in their organisation, safety measures, their differences from each other. And I am sure that this knowledge will help us in our further pedagogical life, R61: Excursions is a discipline that has enriched my knowledge of cultural and historical heritage. I have learnt how to give exciting excursions, share knowledge and inspire people to discover new aspects of the world around me, R66: I can say that I have developed my worldview to the necessary level by studying the discipline of excursion studies. It opened my inspiration to see around me the picturesque places in my native homeland, R68: In this discipline, I learnt how to organise excursions, draw routes, act as a guide, create tents, create an excursion passport and text, R70: I realised that there are many opportunities for excursions in literature, R73: Learned how to plan, draw an itinerary for an excursion, R75: Having studied this discipline, I am used to speaking in public,

selecting information correctly, and acting as a guide when necessary, R77: It can be said that the discipline of "Literary excursion" has become a methodology of life for me. That is, I realised that if earlier I saw myself as a teacher teaching only "Kazakh language and literature", now I can become an excursion guide - a guide for students, R78: I learnt how to write a research paper, I learnt how to do it., R81: Taught how to build relationships with students, take responsibility.

To the fifth question of the questionnaire "Name the importance of organising literary excursions?" respondents answered as follows: R1: Their importance is immense, their knowledge deepened by familiarity with their literature, the personalities in it, or the milieu in which they lived., R4: Excursions will introduce the works and representatives of literature, R8: During a literary excursion, we do a general overview of the lives of literary figures, that is, poets and writers, by visiting a museum. This is remembered by literary scholars not only as theoretical knowledge, but also as practice, R12: Of course, from books, we will probably get to know the life of the literati and their works. However, if we give an excursion to the legacy of these poets, the students' knowledge will obviously increase, R15: In my opinion, literary excursions are, as the name implies, a type of excursions that presuppose further improvement in a person of such qualities as culture, ethics and aesthetics, as well as peace of mind and spiritual richness, spiritual fulfilment.

After all, it is literary excursions, relying on the art of the word, that allow one to be interested in the culture of the people participating in the excursions, in the heritage of our country with deep literature and history, R17: I think that through the literary excursions the excursionists will be able to get acquainted with the biographies of famous writers, poets, learn new information about them that they did not know. I am sure that it is important for the future teacher of Kazakh language and literature to organise literary excursions. This is because with the help of these excursions we can form the student's knowledge / personality and arouse interest in literature, R22: Literary excursions are divided into the following groups: 1) literary-biographical; 2) historical-literary; 3) artistic-literary.

With the help of such excursions it is possible to enrich the knowledge of excursionists, R26: The guide's speech on literary excursions should be literary, thematically cultural. Literary excursions should be grouped as follows: literary-biographical - places related to the life and work of the writer, R30: Through literary excursion we get to know our literature in the first place, R33: Organising literary excursions plays an important role in broadening horizons and enriching literary experiences, R40: Literary excursions promote a deep understanding of works and stimulate interest in reading, as well as create a unique experience of literary heritage, R44: Of great importance in awakening the inner feelings of mankind, R48: Customs are important so that traditions and ancient heritage are not forgotten, R50: It is important for students to know where the Museum of Poets and Writers is located, the history of the museum and where it is located, depending on literary places, R57: Above all, it culturally educates a person, glorifies and promotes the culture of a language and a nation, R59: We can introduce tourists to the most important figures of our country, R62: Important for children's literary development, R74: The excursion is based on a spectrum such as its information section, its relationship to the environment, its scientific nature, the connection of people to each other, and its ideational nature, R80: Of course, the organisation of the overall excursion, the level of coverage and the sources of information later on in these excursions are first and foremost important. In fact, when organising literary excursions, literary places, sources of information including literary excursions should be fully covered.

The sixth question of the questionnaire "In what direction did you lay the route of excursion and developed the text of excursion in the seminars on the discipline Literary excursion?" - 48,8% of respondents answered the question "sightseeing excursion", and 18,3% - "thematic excursion" (Figure 2a). Seventh, "Do you know the safety rules of organising and conducting an excursion?" - 58.5% of respondents answered "know well" (Figure 2b).

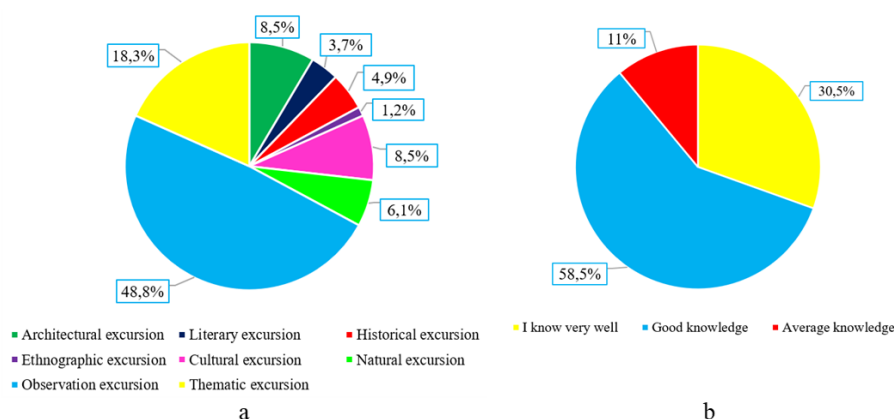


Figure 2. Response rates to the sixth and seventh questions of the questionnaire, %

Eighth, "What, in your opinion, is the best of 3D virtual tours in Kazakhstan of cultural-historical and literary direction?" respondents gave the following answers: R3: I consider the 3D virtual tour of the State Historical and Cultural Reserve-Museum "Azret-Sultan" to be the best. Everything is clearly labelled and of high quality. R28: The virtual tour of the Central Museum of Almaty is very good, all sections are included. R47: I liked the virtual tour of Astana. This is because with the help of this tour we can look not only into today's capital, but also into its history. R65: I think Almaty Tourism Bureau is the strongest 3D tour. R78: Nur Alem Intermediate Light Museum. It showcases one

of the main services of Expo 2017 and the largest balloon structure in 3D. In addition, the ponoramic demonstration presents the object using various tools and is done to a very high standard.

### Experience with ChatGPT-4

Thus, in the second phase of the study, it was found that the use of ChatGPT-4 would be effective in organising new excursions. ChatGPT-4 has become an indispensable tool in designing excursion itineraries for students, mapping them out and selecting the excursion site. In addition, ChatGPT-4 helped students to make decisions regarding the selection of tourist destinations, places and excursion itineraries. The use of ChatGPT-4 in organising excursions improved the quality of tourism services and the overall experience in the tourism industry. Meanwhile, using ChatGPT-4, students systematically built their routes according to the topics they had chosen and correctly identified the type or means of transport by correctly selecting tourist sites along the route. Also very qualitatively wrote the text of the excursion in literary language, brought the text of the excursion to the level of an interesting script.

At the second stage, respondents searched for an answer to the question "What is an excursion?". ChatGPT-4 resulted in the answer in Table 2a, and some author definitions were included in Table 2b for comparison.

Table 2. Excursion definition (Note: responses provided by ChatGPT 4 have been restructured by the authors)

ChatGPT-4	Definitions
<p>An "Excursion" generally refers to a short journey or trip, especially one engaged in as a leisure activity. Excursions are often taken for purposes of tourism or recreation, sometimes as part of a longer holiday or out of educational interest. They can vary in length, ranging from a few hours to a full day or more, and can involve guided tours, educational trips, nature walks, or visits to particular attractions or points of interest.</p> <p>In other contexts, "excursion" can have different meanings. For example, in the field of physics, an excursion can refer to a temporary departure of a physical property from its normal value. Similarly, in engineering, it can refer to the movement of a mechanical part from its central position.</p>	Excursion - an excursion is a trip by a group of people, usually made for leisure, education, or physical purposes. It is often an adjunct to a longest journey or visit to a place, sometimes for other (typically work-related) purposes (Wikipedia, 2023)
	Excursion (from Latin <i>exsurgere</i> – walk, trip). A form of educational process organization that allows students to familiarize themselves with the country of the language being studied and the conditions of language functioning in a specific speech environment (Asimov and Shukin, 2009).
	Excursion - a purposeful, vivid process of learning about the world depending on pre-selected topics and routes under the guidance of a qualified specialist (Galiakbarov et al., 2021)
a	b

Respondents fully understood the meaning of the term excursion by comparing the information provided by ChatGPT-4 above and several definitions. Therefore, the respondents using ChatGPT-4 asked the question: Is it necessary to teach tour guiding to students of "Kazakh Language and Literature" educational programmes?. This was to determine whether the knowledge gained on the excursions matched/not matched the answer given in ChatGPT-4. As a result, the ChatGPT-4 gave respondents both positive and negative responses as shown in Table 3.

Table 3. Is it necessary to teach tour guiding to students of "Kazakh Language and Literature" educational programmes (Note: responses provided by ChatGPT 4 have been restructured by the authors)

ChatGPT 4	
The necessity to teach tour guiding within "Kazakh Language and Literature" educational programs depends on various factors, including the goals of the educational program, the job market demands, and the interests of the students.	
<p><b>Here is a breakdown of why it might be considered:</b></p> <ol style="list-style-type: none"> <li><i>Enhancement of Employment Opportunities:</i> If students are looking to broaden their employment prospects beyond teaching and academia, tour guiding could be a valuable skill. Kazakhstan has a rich cultural heritage and natural beauty that attracts tourists. Being proficient in guiding tours could open up positions in the tourism sector. This is particularly relevant if the students are well-versed in Kazakh culture, history, and literature, which could enrich the tour experiences they offer.</li> <li><i>Practical Use of Language Skills:</i> Learning tour guiding can provide students with a practical context to apply their language skills. This could not only improve their fluency but also give them the confidence to use their language skills in real-world situations.</li> <li><i>Preservation and Promotion of Culture:</i> Students who study Kazakh Language and Literature are likely to have deep knowledge about their country's cultural heritage. Training in tour guiding could enable them to promote and preserve Kazakh culture by sharing it with others, including foreigners.</li> <li><i>Interdisciplinary Skills:</i> Tour guiding incorporates skills from various disciplines including history, sociology, geography, and communications. Teaching it alongside Kazakh Language and Literature could provide a more rounded education.</li> </ol>	<p><b>However, there are also reasons why it might not be necessary:</b></p> <ol style="list-style-type: none"> <li><i>Specialization:</i> Not all students may be interested in pursuing a career in tourism or related fields. If the educational program is designed to produce specialists in literature and linguistic research, then tour guiding may not align with their academic and professional aims.</li> <li><i>Curriculum Overload:</i> There may already be a significant amount of required content to cover within the program. Adding additional subjects like tour guiding might take valuable time away from the core subjects needed to master the language and literature components.</li> <li><i>Optional, Not Mandatory:</i> It could be made an optional course rather than a mandatory part of the curriculum. This way, students who are interested can choose to learn tour guiding, while those who are not can focus on other areas.</li> </ol>
<p>Ultimately, the decision to include tour guiding in the curriculum should be made based on an assessment of the program's objectives, the relevance to the students' future careers, and the resources available to the educational institution. It might also be beneficial to solicit feedback directly from students to see if there is a demand for such training.</p>	

In this regard, based on the questionnaire responses in the first stage of the study and the data provided by ChatGPT-4, we hope that students studying "Kazakh Language and Literature" will benefit from being taught the subject of

"Literary excursion". Excursions help students to better understand and experience the history, culture and literature of Kazakhstan, and enhance their understanding and knowledge of the language in the context of specific circumstances. They also supplement theoretical and practical knowledge by visiting local monuments, museums, literary landmarks and other historical and cultural sites (Baranov and Bisko, 2016).

Table 4. What is the difference between city overview and thematic excursions  
(Note: ChatGPT-4 responses were restructured by the authors)

<b>ChatGPT 4</b>	
A city overview and themed excursions represent two different approaches to exploring or presenting a location, typically in the context of tourism or educational trips:	
<p><b>City Overview:</b></p> <ul style="list-style-type: none"> <li>- A city overview is a broad, general introduction to a city;</li> <li>- It's usually meant to give visitors a quick summary of the city's main areas, landmarks, history, and overall culture;</li> <li>- It can be a simple walking or bus tour that aims to cover a wide range of attractions over a short period, usually without going into substantial detail on any particular subject;</li> <li>- The overview tour aims to familiarize tourists with the city layout, identifying key neighborhoods, major sights, and possibly providing practical information on getting around;</li> <li>- These tours often highlight the most popular or famous attractions that are well-known and expected by first-time visitors.</li> </ul>	<p><b>Themed Excursions:</b></p> <ul style="list-style-type: none"> <li>- Themed excursions focus on specific aspects or themes related to the city or area being explored;</li> <li>- Themes can be diverse: history, art, gastronomy, architecture, literature, or other cultural aspects specific to the location;</li> <li>- They delve deeper into the chosen subject, offering detailed information and potentially visiting less well-known spots that are significant within the chosen theme;</li> <li>- For example, a literary themed excursion might focus on locations related to local authors or mentioned in their works, while a historical themed excursion might visit sites of important historical events or periods;</li> <li>- These types of excursions are often chosen by visitors with a particular interest in the theme or by those who have already seen the main sights and are looking for a more in-depth experience.</li> </ul>
To summarize, a city overview gives a general snapshot intended for newcomers to get their bearings and decide where they might want to explore in more depth later on, while themed excursions are targeted, depth-oriented trips designed to provide a richer understanding of a specific facet of the city's culture or history.	

However, given that there are two types of excursions, for the third question of the survey, "What is the difference between a city overview and thematic excursions?" we received from ChatGPT 4 the answer below (Table 4). According to the response, the review of urban and themed excursions showed that they have their own features and advantages, and there is an opportunity to choose according to the possibilities.

Table 5. Importance of organising literary excursions (Note: ChatGPT-4 responses were restructured by the authors)

<b>ChatGPT 4</b>		
Organizing literary excursions can be an enriching experience for participants and provide numerous educational and cultural benefits. Here are some reasons why literary excursions are essential:		
1	Cultural Appreciation	By visiting places that appear in literature or are associated with authors, participants gain a deeper appreciation of cultural and literary heritage. It can create a tangible connection between a work of literature and the real world.
2	Engagement with Literature	Seeing the locations that inspired stories or poems can bring literature to life and make it more engaging. It helps participants understand the setting of a story and the context in which the author was writing.
3	Educational Enrichment	For students, literary excursions can complement classroom learning, providing a practical dimension to their theoretical studies. This hands-on experience can enhance comprehension and retention of literary knowledge.
4	Promotion of Reading and Literary Discussion	Being part of a literary excursion can rekindle interest in reading and can stimulate discussion among participants about the literature associated with the excursion sites.
5	Inspiration	For aspiring writers and creatives, these excursions can be incredibly inspirational. By walking in the footsteps of famous authors and seeing where they may have written their notable works, participants can find their own creative spark.
6	Historical Insight	Often, literature is intertwined with history. A literary excursion may provide insight into not only an author's life and work but also the historical context in which they wrote. This can lead to a deeper understanding of both the literature and the history.
7	Literary Tourism Advantages	Literary excursions can boost local economies through tourism. Fans of certain authors or literary works may travel far to visit a site related to their favorite books, which supports local businesses and can encourage the preservation of important literary landmarks.
8	Preservation of Literary Sites	Bringing attention to places of literary significance can contribute to their preservation and maintenance, as increased interest often leads to measures to protect these sites for future generations.
9	Broader Perspective	For participants, especially students, literary excursions can broaden their views beyond their immediate surroundings. Encountering new environments, potentially different cultures, languages, or historical periods, can foster a more inclusive and extensive worldview.
10	Community and Fellowship	Literary excursions can build a sense of community among participants who share a common interest. This can lead to networks of literature enthusiasts, book clubs, and further collaborative ventures.
In summary, literary excursions offer immersive and educational experiences that can deepen one's understanding and appreciation of literature, foster a sense of community, contribute to local tourism, and encourage preservation of historical and cultural heritage.		

In this regard, based on the data provided by the respondents at the first stage of the research, we can name several important aspects of the organisation of literary excursions: First, educational value: literary excursions enrich participants' knowledge about the history of literature, writers, literary places and events related to literature (Pearce, 2016). This will help them to better understand and appreciate literary works. Secondly, supporting tourism: literary excursions can attract tourists and literature lovers (Lorimer and Parr, 2014).

This, in turn, favours the development of the tourism industry. Third, discovering cultural heritage: Literary excursions help preserve and promote the region's cultural heritage (Issakov et al., 2023c). Fourth, strengthening the community: organising literary excursions can bring together people who are passionate about literature and strengthen ties in the literary community (Abdreeva, 2016). Fifth, focusing on literary achievements: literary excursions help focus on local or neglected literary achievements, sparking interest in these aspects of culture (Dobrina, 2015). However, we asked the question "State the importance of organising literary excursions?". We wanted to know what answer ChatGPT-4 gives to this question (Table 5). Thus, it will certainly be useful for the excursion organiser to make a decision by comparing the results of the survey in the first stage and the ChatGPT-4 responses in the second stage.

The fifth question of the questionnaire "What are the safety rules for organising and conducting an excursion?" was answered below by ChatGPT 4 (Table 6).

Table 6. Safety rules when organising and conducting a excursion  
(Note: the authors have changed the structure of the answers given by ChatGPT-4)

<b>ChatGPT 4</b>		
Organizing and conducting an excursion, especially for groups such as school children or tourists, requires careful planning and adherence to safety measures to ensure that the experience is both educational and secure for everyone involved. Here are some general safety rules and guidelines for organizing and executing an excursion:		
1	Risk Assessment	Carry out a thorough risk assessment of the excursion to identify and minimize potential hazards. Consider factors such as the age and ability of participants, the terrain, weather conditions, and transportation.
2	Qualified Leadership	Ensure that the persons leading the excursion are qualified and experienced. They should be trained in first aid, emergency procedures, and have knowledge of the area being visited.
3	Safety Briefing	Before setting off, provide all participants with a safety briefing. Inform them about the itinerary, safety measures, behavior expectations, and what to do in an emergency.
4	Emergency Preparedness	Have a detailed emergency plan and make sure that all leaders and participants know the procedure. Bring a first-aid kit, emergency contact numbers, and any necessary medications.
5	Participant Information	Collect information about each participant, including medical conditions, allergies, and emergency contact details. Ensure consent forms are signed where necessary.
6	Communication Devices	Ensure that leaders have means of communication, such as mobile phones or radios, particularly in areas where signals may be unreliable.
7	Dress and Equipment	Advise participants on suitable clothing and equipment for the excursion, which may include items such as sturdy footwear, weather-appropriate clothing, and water bottles.
8	Supervision Levels	Maintain appropriate adult-to-child ratios for supervision and ensure that participants are aware of who is in charge. Regular headcounts should be performed, especially after transitioning from one location to another.
9	Transportation Safety	If transportation is involved, use reputable companies and ensure that vehicles are safe and appropriate for the number of people and the terrain. Make seatbelt usage mandatory where applicable.
10	Insurance	Confirm that there is adequate insurance coverage for the organizers and participants in case of injuries or accidents.
11	Health and Hygiene	Ensure participants have access to water, food, and facilities promoting good hygiene, like hand-washing stations, particularly important in outdoor or rural areas.
12	Stay Together	Participants should be instructed to stay with the group at all times. There should be clear procedures for those who get separated from the group.
13	Respect Local Rules and Regulations	Encourage respect for the environment, local customs, and rules. This includes rules about littering, noise levels, and interactions with wildlife.
14	Regular Breaks	Include regular rest breaks to ensure that participants remain hydrated, fed, and rested.
15	Feedback Mechanism	After the excursion, have a mechanism for feedback to discuss what went well or what could be improved, including any safety aspects.
Each type of excursion might have its own specific safety considerations, so it's essential to customize these guidelines to suit the particular activity, location, and group demographic. Schools, for instance, would have stricter protocols compared to a casual group of adult hikers. Always comply with local laws and industry best practices when planning an excursion.		

Thus, having analysed the responses given by ChatGPT-4, it was found that the safety rules for organising and conducting an excursion include reliable training of tour guides and organisers, risk assessment before starting the excursion, ensuring the safety of excursion participants, providing information about the rules of conduct during the excursion, etc. In addition, the excursion organiser should be familiar with first aid training and general safety rules (Dolzhenko, 2015). The safety rules for organising and conducting excursions include the following measures:

- preliminary preparation: assessment of the field excursion site for potential hazards and risks, development of an itinerary and contingency plan (Issakov et al., 2022);
- qualified staff: experienced guides and organisers who are trained in safety and know how to act in case of problems (Ianeva and Gaydarov, 2022);
- training of excursion participants: informing participants about safety rules as well as obligatory briefing before the excursion starts (Sondel, 2021);



- equipment and protective gear: provide participants with the necessary equipment and protective gear such as helmets, life jackets, etc (Amangeldi et al., 2023);
- planning and monitoring: liaising with the group, tracking its movement, keeping track of participants and regularly checking on their well-being (Cavlek, 2006);
- responding to emergencies: knowledge of first aid, evacuation and emergency procedures;
- compliance with regulations and laws: adhere to local laws and safety requirements during excursions.

These rules are intended to ensure the safety of excursion participants and reduce the risk of potential incidents.

The sixth question of the survey "What skills can students develop through excursions?" ChatGPT-4 gave the answer below (Table 7). Thus, as ChatGPT-4 shows, excursion activities contribute to the all-round development of the individual through various activities. Students, acting as passive participants during excursions, acquire new knowledge and enrich existing knowledge. It should be noted that, depending on the specifics of the type of excursion, all information provided to the students is practice-oriented.

Table 7. What skills can students develop through excursions  
(Note: the authors have changed the structure of the answers given by ChatGPT-4)

<b>ChatGPT 4</b>			
Excursions offer students a wide range of opportunities for growth and skill development beyond the traditional classroom setting. Here are some key skills that students can foster through participation in excursions:			
1	Social Skills	Communication	Interacting with peers, guides, and possibly locals helps develop verbal and non-verbal communication.
		Teamwork	Participating in group activities can enhance cooperation and the ability to work effectively in a team.
		Leadership	Taking charge of certain tasks or guiding peers can nurture leadership qualities.
		Networking	Building relationships with individuals outside their immediate social circle.
2	Cognitive Skills	Critical Thinking	Encountering real-world problems and applying classroom knowledge to solve them.
		Problem Solving	Navigating unexpected challenges or logistical issues that may arise during an excursion.
		Observation	Enhancing their attention to detail through active observation and analysis of their surroundings.
3	Personal Development	Confidence	Stepping out of comfort zones can significantly boost self-esteem and confidence.
		Resilience	Coping with small setbacks or changes in plans can help students learn to adapt and recover.
		Curiosity	Experiencing new environments and situations can foster a love of learning and an inquisitive mind.
4	Physical Skills	Coordination and Fitness	Many excursions involve physical activities that can enhance coordination and overall fitness levels.
		Survival Skills	Outdoor excursions often teach basic survival skills like navigation, shelter building, or first aid.
5	Organizational Skills	Planning	Involvement in the planning process helps students understand the logistics that go into organizing trips.
		Time Management	Following schedules and understanding the importance of punctuality.
6	Academic Skills	Research	Learning to gather information about the places they are visiting or topics related to the excursion.
		Application of Knowledge	Excursions often apply theoretical knowledge in a practical context, which can deepen understanding.
7	Environmental Awareness	Conservation	Understanding the importance of protecting natural and historical sites can be a direct outcome of educational excursions.
		Sustainability	Learning about sustainable practices and their importance in real-life scenarios.
8	Cultural Competency	Cultural Sensitivity	Interacting with diverse cultures can teach students respect and the value of different perspectives.
		Adaptability	Adjusting to new cultural norms and etiquettes can improve students' ability to adapt in diverse environments.
9	Reflective Skills	Self-reflection	Being in a new environment can provide students with the chance to reflect on personal goals and interests.
		Critical Reflection	Evaluating experiences can improve their ability to reflect critically on outcomes and learning processes.
10	Technology Skills	Digital Literacy	Utilizing technology for research prior to the excursion or for digital mapping and navigation tools during the excursion.
Excursions are beneficial not only academically but also for holistic development, helping students connect the dots between their education and the outside world. This multifaceted learning approach can particularly help students realize their strengths and interests, possibly influencing future educational and career choices.			

## CONCLUSIONS

Therefore, the use of ChatGPT-4 in the organisation of tourist excursions was very effective. In fact, ChatGPT-4

helped to get information, save time, make concrete decisions, and improve the quality of excursions in the process of organising new excursions. In this study, 82 respondents learnt how to organise excursions by studying the subject of literary excursion, drawing routes, performing activities as a excursion guide, deadline breaking, writing excursion passport and text. In addition, in the second phase of the study, ChatGPT-4 helped students to make decisions about choosing tourist destinations, places and excursion routes and to organise new excursions. Looking at the new excursions created by students using ChatGPT-4, students systematically drew their itineraries according to their chosen topics and correctly identified the type or means of transport by correctly selecting tourist sites along the route. They also wrote the text of the excursion in a very high quality literary language and, using various methods, brought the text of the excursion to the level of an interesting script. However, as the scope of ChatGPT-4 was limited by the available database and information, there were issues that could not provide information consistently completely. Therefore, we must recognise that ChatGPT cannot fully replace human staff in the tourism industry. As future research, it is crucial to explore ChatGPT to see if the potential integration of other technologies, such as augmented reality or virtual reality, can improve the interactive experience for travellers. Also in the future, AI may be used to create tour designers, travel consultants, destination managers, travel journalists, AI-enhanced culinary innovators and tourism educators.

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