

Abstract

Theme of qualifying work:

"The use of foreign experience in the development and organization of thematic animation programs in the field of tourism"

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Topicality of the research:

On the world tourism market in recent time the trend of the introduction of tours of animated programs aimed at the mandatory involvement of tourists in the script of the tour. The goal of such programs is to create a unique atmosphere during the trip. A special place at the present stage of development is a thematic animation programs, providing the organization with a special atmosphere in the process of tourists. The thematic animation programs are the source of the attractiveness of tourism products, so they are all modern enterprises of the tourism industry.

The aim of the work:

develop thematic animation programs for the tourism industry based on the use of foreign experience.

Tasks:

- consider the concept, types and importance of animation programs in the development of the tourism industry;
- to determine the specificity of the thematic animation programs as an effective means to meet the leisure needs of the individual;
- to reveal peculiarities of organization and holding thematic animation programmes in amusement parks abroad;
- to analyze the main technologies used for the organization of thematic animation programs in Russia;
- to develop scenarios of animated programs adventure themed according to a film "Harry Potter" and "Star wars";
- to determine the main directions and methods of implementation of themed animated programs adventure themes in tourism activity.

Theoretical and practical significance of the research lies in the possibility of its main provisions and conclusions for the expansion of ideas about the place and role of animation industry in transforming society. The main provisions and conclusions contained in the final qualifying work can be used in the further development of theoretical and methodological bases for the use of animation programs in tourism. And we have developed a program, in turn, can be used as a ready tourism product or extra services in the tour package.

The results of the study:

To organize a themed event quite difficult, because it is creative and challenging. In turn the animators to show their ingenuity and imagination, in the process of organizing this event. In addition, they should make sure that the event was a vivid and emotional that none of the participants remained indifferent.

One of the important principles of animation activities is the reliance on the initiative and active participation of tourists in the animated events. Active participation is ensured by the involvement of tourists in the active movement through a humorous, fun contests, relay races, team games. The degree of activity in certain cases is a result of the efficient work termination.

Recommendations:

The author developed thematic animation programs are ready-made scenarios of events. Themed animation program at the present stage of development occupy a special place in the tourism industry, as they provide additional attractiveness of tourism products, as well as any thematic event will be vivid and memorable and so they are interested in all modern enterprises of the tourism industry. Are no exception we have developed a program. They are designed for people aged 8-20 years. Entertainment is a real performance for the always active and energetic young boys. A feature of these themed animated programs that increasingly, they are in the nature of the competition and attract more new participants and spectators.

It should also be noted that a large number of foreigners visit Russia every year. The data and animation programs seem to be appropriate for them also. The data animation program can be translated into English, with the purpose of adapting them not only for our Russian society, but for overseas animation industry.