

<b>Level: bachelor</b>				
<b>Course title:</b> Animation and Logistics in Tourism				
<b>Status: obligatory</b> for module Hotel Management; <b>elective</b> for modules Tourism, Hunting Tourism and Gastronomy				
<b>ECTS: 6</b>				
<b>Requirements:</b> None				
<b>Learning objectives</b>				
<p>The purpose of the course is to familiarize students with the notion and significance of animation in tourism, animators, programmes for tourists' leisure time, hotel guests and tourist resorts.</p> <p>In addition, the aim is to familiarize students with the logistics of the scientific discipline and to understand the importance of logistics in modern tourism, understand the logistics activities in the field of input, output and internal logistics, and then understand how to develop logistics strategy and logistics organization for its application in tourism and related industries.</p>				
<b>Learning outcomes</b>				
<p>Studying animation is done through several sections. The first part presents the views of the animation in the modern tourist offer. The second section refers to the forms of animation; the third is reserved for the opportunities and importance of presenting animation in the market. The link between communication and the basic elements of animation in tourism is also studied. Animation in Novi Sad, human resources, tourist animators and their work are studies as well. Focus is on the guests, animation programmes, their types and forms. Economic indicators, valuation models of animation programme. Historical development of animation in tourism, animators' education. Development of animation in the neighbouring countries and in the Republic of Serbia. Last section analyzes the animation in 19 different types of tourism.</p> <p>Logistics in terms of organization, planning, implementation and control of goods flow from the place of origin to the point of sale, and distribution to the end-user in order to satisfy needs of market with minimal cost and minimal investment, is useful and applicable, especially in the tourism sector and recreation. Extensive knowledge and practical experience in this field gives support in creating offerings, their implementation and monitoring of the process, as well as in the efficiency analysis.</p>				
<b>Syllabus</b>				
<i>Theoretical instruction</i>				
<p>Animation as part of modern tourism. Forms of animation. Opportunities and importance of representation. Animation on the travel market. Communication in the tourist animation. Basic elements of tourist animation. Ambience of tourist animation. Ambiences for doing animation in Novi Sad. Human resources in tourism animation. Animator as an employee in tourism. Animator jobs. Guests as crucial factor in the tourism animation. Areas and forms of animation in tourism. Programming animation in tourism. Programme models. Examples of organized tourist animation. Evaluation of animation. Models and measurement techniques of customer satisfaction. Historical development of animation in tourism. Education and training of animators. The development of animation in the neighbouring countries. Animation in the Republic of Serbia. Animation in different types of tourism.</p> <p>The concept of logistics. Position and role of Logistics in tourism sector. Introduction to modern methods of logistics management and training for managing logistics processes in tourism. The effects of logistics in tourism, hospitality and related industries.</p>				
<i>Practical instruction</i>				
<p>Organizing a theme event at the end of semester. Project work throughout the whole semester. Students are obligated to design the topic of the theme night, write a project, make the calculation for the dinner, bring visitors, bring media, and contact the embassy of the country whose theme event is planned.</p>				
<b>Weekly teaching load</b>				Other:
Lectures: 2	Exercises: 2	Other forms of teaching:	Student research:	