

Study programme: BAS Tourism
Course title: Animation and Logistics in Tourism and Hotel management (T219)
Teacher(s): dr Anđelija Ivkov-Džigurski
Status: obligatory (for module Hotel Management)/ elective (for others modules: Tourism, Hunting tourism and Gastronomy)
ECTS: 6
Requirements: none
<p>Learning objectives</p> <p>The purpose of the course is to familiarize the students with the notion and the significance of animation in tourism, animators, programs which actively exercise the experiencing of leisure time of the tourists, hotel guests and tourist resorts. Furthermore, 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>
<p>Learning outcomes</p> <p>Studying animation is done through several entities (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 the importance of presenting animation in the market. In the following section, the link between communication and the basic elements of animation in tourism is being studied. Furthermore, animation in Novi Sad, human resources, tourist animator and his work are examined. Focus is then on the guests, the animation programs, their types and forms that appear. Continuation of the article discusses the economic indicators, valuation models of animation program. Then, the historical development of animation in tourism, and animators' education. Development of animation in neighboring countries and in the Republic of Serbia is analyzed. Last section analyzes the animation in 19 different types of tourism. Logistics, which is the organization, planning, implementation and control of goods flow from the place of origin to point of sale, and distribution to the end user in order to satisfy needs of market with minimal cost and minimal investment, seems to be a very useful and applicable, especially in the tourism sector and recreation. Extensive knowledge and practical experience in this field can make a lot of support not only in creating offerings, its implementation and monitoring of the process, but also in the efficiency analysis.</p>
<p>Syllabus</p> <p><i>Theoretical instruction</i></p> <p>Animation as part of modern tourism. Forms of animation. Opportunities and the importance of representation. Animation on the travel market. Communication in the tourist animation. The basic elements of tourist animation. Ambience of tourist animation. Ambiences for running animations in Novi Sad. Human resources in the tourism animation. Animator as a tourism employee. Animator jobs. Guests - a crucial factor in the tourism animation. Areas and forms of animation in tourism. Programming animation in tourism. Program 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 neighboring countries. Animation in the Republic of Serbia. Animation in different types of tourism. 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> <p><i>Practical instruction</i></p> <p>Organizing a theme event at the end of semester. Project work throughout the whole semester and the students are obligated to: design the theme 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 are being planned.</p>
<p>Literature</p> <p>Event Planning by Judy Allen, second editon, Wiley, 2009</p> <p>Richards Greg and Julie Wilson, 2007, Tourism, Creativity and Development, Routledge Taylor and Francis Group.</p>

Christopher Ademola Adeboye, 2012. The impact of entertainment on tourism. Case Study: Agency Remarc in Greece.			
Weekly teaching load 4 (45)		Lectures 2	
		Exercises 2	
Methods of Teaching			
Frontal, indirect forms, specific types of work. The method of oral presentation, talk method, a text method, illustrative- demonstrative methods, methods of mapping and others. Lectures are combined with communicative, interactive exercises, and students are expected to actively participate in teaching and critical thinking.			
Grading method (maximu 100 points)			
Pre-examination assignments		points	Final examination
Activities during lectures		0-5	Written examination
Activities during exercises		0-5	Oral examination
Colloquia		20-40
Seminar paper		0-5	