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Информация о владельце:

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MINISTRY of SCIENCE and HIGH EDUCATION of RUSSIAN FEDERATION
Federal State Autonomous Educational Institution for Higher Education
"NORTH-CAUCASUS FEDERAL UNIVERSITY"
Pyatigorsk Institute (branch) NCFU

APPROVED BY:

Acting Head of (graduating) Sub-
department of T&HB

_____ I.V.Ogarkova

«__» _____ 20__ г.

Fund of assessment tools
for formative and interim assessment

(ELECTRONIC DOCUMENT)

Discipline	Организация анимационной деятельности в туризме/ Organization of animation activities in Tourism
Direction of training/ Directivity (profile)	43.03.02 Tourism /International Tourism
Qualification	bachelor
Mode of study	full-time
Curriculum	2021

Foreword

1. The funds of evaluation funds are focused on the assessment of the achievement of learning outcomes planned in the educational program, and the level of formation of all competencies declared in the educational program.

2. The Fund of evaluation means of current control and intermediate certification is developed on the basis of the working program of the discipline «Организация анимационной деятельности в туризме/Organization of animation activities in Tourism» in accordance with the educational program in the field of training (43.03.02 Tourism), approved at the meeting of the NCFU Academic Council Protocol _____ от «___» _____ 20__.

3. Developed by _____ N.Y. Klimova, Senior Lecturer of Sub-department of T&HB

4. Fund of assessment tools reviewed and approved at the meeting of the sub-department T&HB Protocol № ____ from «__» _____ 20__

5. Fund of assessment tools agreed with the issuing Sub-department of T&HB Protocol № ____ from «__» _____ 20__

6. The examination was carried out Fund of assessment tools. The members of the panel who conducted the internal examination:

Chairman _____ I.V.Ogarkova, Acting Head of (graduating)
Sub-department of T&HB

_____ N.S. Emtseva, Senior Lecturer of
Sub-department of T&HB

_____ Y.V. Chernyh, Director of Travel Agency «Discovery»

Expert opinion: the Fund of assessment tools for current and intermediate certification meets.

«___» _____ 20__ _____ I.V.Ogarkova

7. Term of validity Fund of assessment tools: ____ academic year

Passport of the evaluation Fund
for carrying out the current control and intermediate certification

Discipline	Организация анимационной деятельности в туризме/ Organization of animation activities in Tourism
Direction of training	43.03.02 Tourism
Directivity (profile)	International Tourism
Qualification	bachelor
Mode of study	full-time
Curriculum	2021

Code assessed competency (or parts of it)	Module, section, topic (according to the Program)	Type of assessment	Modes of assessment	The name of assessment tool	Number of tasks for each level pieces	
					Basic level	Advanced level
PC-4 PC-9	1-14	oral	current	Questions for the interview	23	29
	1,4,7,10	oral	current	List of discussion topics for the round table	7	5
	1-14	oral	intermediate	Questions to exam	20	35

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Questions for the interview
of the discipline «Организация анимационной деятельности в туризме/
Organization of animation activities in Tourism»

Basic level

Theme 1. The subject and essence of leisure activities.

1. Definition of the concepts of "leisure", "recreation", "rest".
2. Leisure as a way to meet diverse needs, including cultural.

Theme 2. History of cultural and educational work.

1. The history of mass festivals and spectacles: Antiquity, the Middle Ages.

Theme 3. Types of animation.

1. Types of animation as elements of animation programs.
2. Types of animation that satisfy the various needs of tourists: cultural animation, creative animation.

Theme 4. The structure of the animation service.

1. The structure and personnel of the TC service.

Theme 5. Technology of event design and creation of animation programs.

1. A set of animator labor techniques.

Theme 6. Animated touring.

1. Additional services as the main motive for attracting tourists.
2. The essence of animated touring.

Theme 7. Typology of Turanimation.

1. Tourist animation.
2. Recreational animation.

Theme 8. Safety rules in animation

1. The main hazards: injury hazard, environmental impact.
2. Injury hazard.

Theme 9. Concept and functions of animation management

1. The concept of animation management.
2. Components of the concept of "animation management".

Theme 10. Management of animation activities.

1. Animation management system.
2. The functional composition of the innovative management activities of the manager of the animation service.

Theme 11. Classification of tourists. Features of working with tourists of different categories

1. Classification of tourists by age.

Theme 12. Sports and entertainment programs

1. Forms of organization of sports animation programs.

Theme 13. Spectacular entertainment

1. Holding contests.
2. Organization of festivals.

Theme 14. The formation of integrated programs

1. Classification of tourists.
2. Classification of tourists by age.

Advanced level

Theme 1. The subject and essence of leisure activities.

1. Fun activities.
2. Approaches to understanding leisure.
3. The content of cultural tourist activities.

Theme 2. History of cultural and educational work.

1. The evolution of festivities and spectacles in Russia.
2. The history of mass festivals and spectacles: Renaissance, Age of Enlightenment, Recent times.

Theme 3. Types of animation.

1. Methodological foundations of marketing research of consumers.
2. Types of animation that satisfy the various needs of tourists: animation in motion, animation through experience, animation through communication, animation through reassurance.

Theme 4. The structure of the animation service.

1. Department of show animation.
2. Mini club.

Theme 5. Technology of event design and creation of animation programs.

1. Subsystems of technology for designing animation programs: organizational, instructor-methodical, director's, technical.
2. Stages of preparation and implementation of animation programs.

Theme 6. Animated touring.

1. Touring as a type of tourism business for the collection of tours from the services offered by partner organizations service providers.
2. Organization of the provision of additional services by the tour operator.

Theme 7. Typology of Turanimation.

1. The variety of existing forms and programs of leisure animation activities.
2. Animation programs city and municipal, club and park, industrial and educational institutions (children's, youth, student, for pensioners, families, disabled people, etc.).

Theme 8. Safety rules in animation

1. Environmental impact.
2. Physical overload and neuropsychic factors.

Theme 9. Concept and functions of animation management

1. The control subsystem of animation management.
2. Functions of animation management: "planning", "organization", "motivation", "analysis and control".

Theme 10. Management of animation activities.

1. Communications, structure and communication mechanisms in the management of animation activities.
2. The negotiation process during the preparation and conduct of animation events ..

Theme 11. Classification of tourists. Features of working with tourists of different categories

1. Ethnicity classification.
2. Classification by gender ..

Theme 12. Sports and entertainment programs

1. Safety requirements in the organization of sports programs.
2. Types of sports and entertainment programs ..

Theme 13. Spectacular entertainment

1. Features of the design and conduct of festive events.
2. Carnival movement.

Theme 14. The formation of integrated programs

1. Features of working with tourists of different categories.
2. Ethnicity classification.

1. Criteria for competency assessment.

Assessment "excellent" is given to the student if the theoretical content of the course is mastered completely, without spaces; comprehensively, consistently, clearly and logically harmoniously sets out the material; freely copes with tasks, questions and other types of application of knowledge; uses the additional material in the answer; all the tasks stipulated by the program are completed; the quality of their implementation is estimated by the number of points close to the maximum; analyzes the results; shows independence in completing assignments.

Assessment «well» it is presented to the student if the theoretical content of the course has been fully mastered, the necessary practical competencies are basically formed, all the training tasks provided for in the training program are completed, and the quality of their implementation is quite high. The student knows the material firmly, correctly and essentially sets out it, avoiding significant inaccuracies in the answer to the question.

Assessment "satisfactory" is exposed to the student if the theoretical content of the course is partially mastered, but the gaps are not significant, most of the tasks provided by the program are completed, but there are errors, the student admits inaccuracies in answering the question, insufficiently correct wording, there are violations of the logical sequence in the presentation of program material .

Assessment "unsatisfactory" is exposed to the student if he does not know a significant part of the program material, makes significant mistakes, hesitates, performs practical work with great difficulty, the necessary practical competencies are not formed, most of the training tasks provided for in the training program are not completed, the quality of their implementation is estimated by the number of points close to the minimum.

2. Description of the rating scale

Within the framework of the rating system, students' progress in each discipline is assessed in the course of ongoing monitoring and intermediate certification.

Current control

№	Type of activity of students	Terms of implementation	Amount of points
8 term			
1	Interview on themes 1-4	4 week	15
2	Interview on themes 5-9	8 week	15
3	Interview on themes 10-14	12 week	25
Total for 8 term			55
Total			55

The maximum possible score for the entire current control is set equal to 55. The current control measure is considered «pass» if a student got not less than 60% of the established maximum score. Rating score applied to the student for the current control measure, passed by a student on control activities schedule, is defined as follows:

Level of control task completion	Rating score
Excellent	100

Good	80
Satisfactory	60
Unsatisfactory	0

3. Methodological materials that determine the procedures for assessing knowledge, skills and (or) experience of activities that characterize the stages of formation of competencies.

The procedure for conducting this assessment event includes the selection and study of literature on the topic of interviews, a brief summary of the material studied.

The interview allows you to check the formation of competencies PC-4- able to organize the process of customer service based on regulatory acts, taking into account consumer requests and the use of customer-oriented technologies, PC-9- able to carry out internal and external professional communications.

To prepare for this assessment exercise of an increased level, it is necessary to prepare and present a detailed summary. Revealing the content of questions of a higher level, it is necessary to demonstrate an understanding of the essence of the stated.

In preparation for the interview, the student is given the right to use the materials prepared by him

During the interview, the following are assessed: the ability to conduct a conversation, the level of knowledge of the material, literacy, the sequence of presentation of the material.

Evaluation sheet

№	F.N.O.	The level of technical knowledge	Correctness of speech	Logic	Completeness of response	Assessment
1.						

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Acting Head of (graduating) Sub-
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_____ I.V.Ogarkova

«__» _____ 20__

List of discussion topics for the round table
of the discipline «Организация анимационной деятельности в туризме/
Organization of animation activities in Tourism»

Basic level

Theme 1. The subject and essence of leisure activities.

1. The formation and development of leisure as a sphere of human activity.
2. Analysis of world experience in the development of leisure forms.

Theme 4. The structure of the animation service.

1. The staff structure of the hotel's animation service.
2. Department of creative studies.

Theme 7. Typology of Turanimation.

1. Tourist animation.
2. Animated tourist routes.

Theme 10. Management of animation activities.

1. The role of animation services in the activities of tourism enterprises.

Advanced level

Theme 1. The subject and essence of the organization of leisure.

1. Socio-psychological characteristics of the cultural and leisure activities of adolescents.
2. Axiology of leisure.

Theme 4. The structure of the animation service.

1. The structure of the animation service as the most optimal tool for solving the main problems and implementing the main functions of the animation management.

Theme 7. Typology of Turanimation.

1. Examples of goals for tourist animated routes.

Theme 10. Management of animation activities.

1. The assessment method, with which the manager can identify the necessary information about the employee.

1. Criteria for competency assessment.

Assessment "excellent" is given to the student if the theoretical content of the course is mastered completely, without spaces; comprehensively, consistently, clearly and logically harmoniously sets out the material; freely copes with tasks, questions and other types of application of knowledge; uses the additional material in the answer; all the tasks stipulated by the program are completed; the quality of their implementation is estimated by the number of points close to the maximum; analyzes the results; shows independence in completing assignments.

Assessment «well» it is presented to the student if the theoretical content of the course has been fully mastered, the necessary practical competencies are basically formed, all the training tasks provided for in the training program are completed, and the quality of their implementation is quite high. The student knows the material firmly, correctly and essentially sets out it, avoiding significant inaccuracies in the answer to the question.

Assessment "satisfactory" is exposed to the student if the theoretical content of the course is partially mastered, but the gaps are not significant, most of the tasks provided by the program are completed, but there are errors, the student admits inaccuracies in answering the question, insufficiently correct wording, there are violations of the logical sequence in the presentation of program material .

Assessment "unsatisfactory" is exposed to the student if he does not know a significant part of the program material, makes significant mistakes, hesitates, performs practical work with great difficulty, the necessary practical competencies are not formed, most of the training tasks provided for in the training program are not completed, the quality of their implementation is estimated by the number of points close to the minimum.

2. Description of the rating scale

Within the framework of the rating system, students' progress in each discipline is assessed in the course of ongoing monitoring and intermediate certification.

Current control

№	Type of activity of students	Terms of implementation	Amount of points
8 term			
1	Interview on themes 1-4	4 week	15
2	Interview on themes 5-9	8 week	15
3	Interview on themes 10-14	12 week	25
Total for 8 term			55
Total			55

The maximum possible score for the entire current control is set equal to 55. The current control measure is considered «pass» if a student got not less than 60% of the established maximum score. Rating score applied to the student for the current control measure, passed by a student on control activities schedule, is defined as follows:

Level of control task completion	Rating score
Excellent	100
Good	80
Satisfactory	60
Unsatisfactory	0

3. Методические материалы, определяющие процедуры оценивания знаний, умений, навыков и (или) опыта деятельности, характеризующих этапы формирования компетенций.

The procedure for conducting this assessment event includes the selection and study of literature on the list of discussion topics for the round table, a brief summary of the material studied.

Preparation of an oral report on these topics allows you to check the formation of competencies PC-4- able to organize the process of customer service based on regulatory acts, taking into account consumer requests and the use of customer-oriented technologies, PC-9- able to carry out internal and external professional communications.

In answering questions of a basic level, a student must show fluency in basic terms and concepts.

To prepare for this assessment exercise of an increased level, it is necessary to prepare and present a detailed summary. Revealing the content of questions of a higher level, it is necessary to demonstrate an understanding of the essence of the stated.

In preparing the report, the student is granted the right to use the materials prepared by him.

During the round table assessed: the ability to conduct a conversation, the level of knowledge of the material, literacy, the sequence of presentation of the material.

Evaluation sheet

№	F.N.O.	The level of technical knowledge	Correctness of speech	Logic	Completeness of response	Assessment
1.						

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Questions to exam
of the discipline «Организация анимационной деятельности в туризме/
Organization of animation activities in Tourism»

Basic level

To know:

1. Definition of the concepts of "leisure", "recreation", "rest".
2. Leisure as a way to meet diverse needs, including cultural.
3. Fun activities. Approaches to understanding leisure. The content of cultural tourist activities.
4. The history of mass festivals and spectacles: Antiquity, the Middle Ages, the Renaissance, the Age of Enlightenment, Recent times. The evolution of festivals and spectacles in Russia.
5. Types of animation as elements of animation programs. Types of animation that meet the different needs of tourists.
6. The specifics of the organization and conduct of sports and entertainment programs.
7. The specifics of organizing and conducting dance evenings, amateur concerts.
8. Animation activity and its creative basis.
9. The relationship of culture with animation.
10. The role of cultural elements in the formation of animated interest.

To be able, to master:

11. Touring as a type of tourism business for the collection of tours from the services offered by partner organizations service providers.
12. Organization of the provision of additional services by the tour operator.
13. Additional services as the main motive for attracting tourists. The essence of animated touring.
14. Development of animation programs taking into account nationality, age, gender and other characteristics of categories and groups of tourists, taking into account the individual characteristics of each tourist.
15. The organization of animation activities in accordance with the consumer interest, studied on the basis of questionnaires, personal contact of the staff with the guests, the study of previous experience in servicing guests in their hotel and in other hotels.
16. The main hazards: injury hazard, environmental impact.
17. The concept of animation management
18. Components of the concept of "animation management".
19. Functions of animation management: "planning", "organization", "motivation", "analysis and control".
20. Tasks, the solution of which is the implementation of the functions of animation management.

Advanced level

To know:

1. The structure of the animation service as the most optimal tool for solving the main problems and implementing the main functions of the animation management.
2. The structure and personnel of the TC service.
3. Selection and management of personnel of the animation service.
4. The complex of techniques of labor animator.
5. Subsystems of technology for designing animation programs: organizational, instructor-methodical, directorial, technical.
6. Stages of preparation and implementation of animation programs.
7. The use of special technical means.
8. The variety of existing forms and programs of leisure animation activities.
9. Animated tourist routes. Examples of goals for tourist animated routes.
10. Additional animation services during technological breaks.
11. Features of the design and conduct of festive events. Holding contests.
12. Organization of festivals.
13. Carnival movement.

To be able, to master:

14. The animation management system. The functional composition of the innovative management activities of the manager of the animation service.
15. Communications, structure and communication mechanisms in the management of animation activities.
16. The negotiation process during the preparation and conduct of animation events.
17. Classification of tourists by age.
18. Ethnicity classification.
19. Classification by gender.
20. The effect of motivation on the choice of animation services.
21. Taking into account the characteristics of the emotional-volitional sphere of tourists in animated activities.
22. The intellectual and cognitive potential of a tourist's personality as a factor of influence on the planning of animation activities.
23. Classification of tourists in relation to leisure activities.
24. Hotel animation services and programs.
25. The game - as a free manifestation of human activity.
26. The conditions of the need for the game. The subjective and objective meanings of the game.
27. The structure of the game. The main purpose of the game. Game features. Game Features
28. Classification of games by external features. Independent model groups of games.
29. Classifications of games: according to the time of the game, by duration, by location, by the composition of the participants, by the number of participants, by the degree of regulation and management, by the availability of accessories.
30. Folk games. Puzzles
31. Infrastructure animation.
32. The essence and composition of the animation industry.
33. Dramaturgy and directing as the basis of animation.
34. Creating an animation program.
35. Game library animator.

1. Criteria for competency assessment:

Assessment "excellent" is given to the student if the theoretical content of the course is mastered completely, without spaces; comprehensively, consistently, clearly and logically

harmoniously sets out the material; freely copes with tasks, questions and other types of application of knowledge; uses the additional material in the answer; all the tasks stipulated by the program are completed; the quality of their implementation is estimated by the number of points close to the maximum; analyzes the results; shows independence in completing assignments.

Assessment «well» it is presented to the student if the theoretical content of the course has been fully mastered, the necessary practical competencies are basically formed, all the training tasks provided for in the training program are completed, and the quality of their implementation is quite high. The student knows the material firmly, correctly and essentially sets out it, avoiding significant inaccuracies in the answer to the question.

Assessment "satisfactory" is exposed to the student if the theoretical content of the course is partially mastered, but the gaps are not significant, most of the tasks provided by the program are completed, but there are errors, the student admits inaccuracies in answering the question, insufficiently correct wording, there are violations of the logical sequence in the presentation of program material.

Assessment "unsatisfactory" is exposed to the student if he does not know a significant part of the program material, makes significant mistakes, hesitates, performs practical work with great difficulty, the necessary practical competencies are not formed, most of the training tasks provided for in the training program are not completed, the quality of their implementation is estimated by the number of points close to the minimum.

2. Description of the rating scale

Within the framework of the rating system, students' progress in each discipline is assessed in the course of ongoing monitoring and intermediate certification.

Current control

№	Type of activity of students	Terms of implementation	Amount of points
8 term			
1	Interview on themes 1-4	4 week	15
2	Interview on themes 5-9	8 week	15
3	Interview on themes 10-14	12 week	25
Total for 8 term			55
Total			55

The maximum possible score for the entire current control is set equal to 55. The current control measure is considered «pass» if a student got not less than 60% of the established maximum score. Rating score applied to the student for the current control measure, passed by a student on control activities schedule, is defined as follows:

Level of control task completion	Rating score
Excellent	100
Good	80
Satisfactory	60
Unsatisfactory	0

Interim assessment

The interim assessment in the form of exam provides compulsory examination procedure, and evaluated 40 scores out of 100. If the student's rating score for discipline at the end of the semester is 60, then the program automatically adds 32 bonus points and puts the mark "excellent". The affirmative exam answer of the student is assessed by the rating scores range from 20 to 40 ($20 \leq \text{Exam} \leq 40$), less than 20 scores is «unsatisfactory».

Rating Exam Rating Scale 5-point system

Rating score for the discipline	Five-point rating
35 – 40	Excellent
28 – 34	Good
20 – 27	Satisfactory

The final grade for the discipline studied in one semester is determined by the sum of the points scored for work during the semester, and the points obtained when passing the exam:

Discipline Rating Scale 5-point rating

Rating score for the discipline	Five-point rating
88 – 100	Excellent
72 – 87	Good
53 – 71	Satisfactory
<53	Unsatisfactory

3. Methodological materials that determine the procedures for assessing knowledge, skills and (or) experience of activities that characterize the stages of formation of competencies

The examination procedure is carried out in accordance with the Regulation on the ongoing monitoring of academic performance and intermediate certification of students in higher education educational programs - undergraduate programs, specialty programs, master's programs - in NCFU.

The exam ticket includes 3 questions. The student has 30 minutes to prepare for the answer to the exam ticket.

The exam procedure allows you to check the formation of competencies PC-4- able to organize the process of customer service based on regulatory acts, taking into account consumer requests and the use of customer-oriented technologies, PC-9- able to carry out internal and external professional communications.

Basic level questions allow students to identify their knowledge of the basic terms and concepts of the discipline «Организация анимационной деятельности в туризме/Organization of animation activities in Tourism». Higher-level questions make it possible to identify students' skills in characterizing the concept of “animation activity” from the point of view of modern technologies, the nature and basic elements of animation activity in an enterprise, and to know the organization of animation activity based on the requirements for animation policy in an enterprise.

The student should be prepared to answer the questions of the exam ticket fully and reasonably.

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