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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:**

Deputy director for studies

ISTD ( branch) NCFU in Pyatigorsk

\_\_\_\_\_ M.V. Martynenko

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**WORK PROGRAM OF THE DISCIPLINE**

**Организация анимационной деятельности в туризме / Organization  
of animation activities in Tourism**

**(ELECTRONIC DOCUMENT)**

Direction of training Directivity (profile)/ 43.03.02 Tourism /International Tourism

Qualification bachelor

Mode of study full-time

Curriculum 2021

Studied In 8 term

Pyatigorsk, 20 \_\_\_\_

## 1. The purpose and objectives of the discipline

The program of discipline «Организация анимационной деятельности в туризме/Organization of animation activities in Tourism» is intended for bachelors of the direction of 43.03.02 Tourism.

**The purpose of the discipline:** is the acquaintance of students with the main categories, concepts and principles of the organization of tourist animation, the basics of animation planning, the technology for creating and implementing animation programs in the service sector, creating the material base for the effective work of animators.

### **The objectives of the discipline are:**

- show the stages of formation and development of animation activities in various historical periods;
- to reveal the importance of the role and place of animation in the tourism industry;
- contribute to improving the general culture, expanding horizons;
- to acquaint and teach technology for organizing leisure programs in the Russian tourism industry and the world, to develop a new range of services in the field of tourism, providing high variability and adaptability of animation programs.

## 2. The place of discipline in the structure of the educational program

The discipline «Организация анимационной деятельности в туризме /Organization of animation activities in Tourism» refers to the part formed by the participants in the educational relations of the disciplines of Block B1.V (B1.V.18) for bachelors of the direction of 43.03.02 Tourism. Its development takes place in the 8<sup>th</sup> semester of the full-time form of education.

## 3. Relationship with previous disciplines

The discipline «Организация анимационной деятельности в туризме /Organization of animation activities in Tourism» is logically connected with other disciplines, such as: «Life safety», «Основы туризма/Basic of Tourism», «Organization of excursion activities», «Service activities in tourism», «Technology organization of tourist activities», «Service practice».

## 4. Relationship with subsequent disciplines

The discipline «Организация анимационной деятельности в туризме /Organization of animation activities in Tourism» lays the foundation for knowledge, which serves as a solid basis for passing: «Sustainable Tourism», «Организация гостиничной деятельности / Organization of Hotel activities».

## 5. List of planned learning outcomes for the discipline (module), correlated with the planned results of mastering the educational program

### 5.1. Name of competences

Code	The wording:
<b><i>Professional competences</i></b>	
<b>PC-4</b>	able to organize the process of customer service based on regulatory acts, taking into account consumer requests and the use of customer-oriented technologies
<b>PC-9</b>	able to carry out internal and external professional communications

### 5.2. Knowledge, skills, and (or) experience of activities that characterize the stages of forming competences

Planned learning outcomes for discipline (module), characterizing stages of forming competencies	Formed competences
To know: - the resource base for organizing the process of servicing tourists on the basis of regulatory legal acts;	<b>PC-4-</b> able to organize the process of customer service based on regulatory acts, taking into

<ul style="list-style-type: none"> <li>- the main stages of the service process for tourists;</li> <li>- the subject and essence of leisure activities, the history of cultural and educational work, types of animation</li> </ul>	<p>account consumer requests and the use of customer-oriented technologies</p>
<p>To be able:</p> <ul style="list-style-type: none"> <li>- substantiate and develop technologies for the process of service for tourists, taking into account customer focus;</li> <li>- be able to organize the process of customer service based on regulatory legal acts;</li> <li>- carry out relationships and perform professional functions in the process of service activities, analyze and evaluate the indicators characterizing the system of quality of services</li> </ul>	
<p>To master:</p> <ul style="list-style-type: none"> <li>- methods and forms of service organization within the contact zone on the basis of regulatory legal acts;</li> <li>- the ability to make the selection of resources and means taking into account the requirements of the consumer (taking into account customer-oriented technologies);</li> <li>- the theoretical foundations of the organization of animation activities in the field of service and tourism.</li> </ul>	
<p>To know:</p> <ul style="list-style-type: none"> <li>- principles of internal and external professional communications;</li> <li>- features of group psychology, interpersonal relationships and communication;</li> <li>- the structure of individuality and the relationship of the properties of a person as an individual, subject of activity and personality, existing personality typologies, psychological types of people</li> </ul>	<p><b>PC-9-</b> able to carry out internal and external professional communications</p>
<p>To be able:</p> <ul style="list-style-type: none"> <li>- successfully carry out internal and external professional communications;</li> <li>- to analyze the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises;</li> <li>- purposefully use the socio-psychological patterns in interaction and communication, carrying out interpersonal, group and organizational communications when organizing animation activities at tourism enterprises</li> </ul>	
<p>To master:</p> <ul style="list-style-type: none"> <li>- skills of internal and external professional communications;</li> <li>- a methodology for analyzing the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises;</li> <li>- methods of using socio-psychological patterns in interaction and communication, carrying out interpersonal, group and organizational communications in the organization of animation activities in tourism enterprises</li> </ul>	

Astron.  
hours

Total	<u>81 h.</u>	<u>3 c.u.</u>
In class study	<u>40,5 h.</u>	
Including:		
Lectures	<u>13,5 h.</u>	
Laboratory works	- h.	
Practical training	<u>27 h.</u>	
Independent work of	40,5 <u>h.</u>	
Credit	8 term	

## 7.1 Thematic plan of the discipline

№	Lecture themes	Implemented competence	Contact work students with teacher, hours				Independent work, hours
			Lectures	Practical lessons	Laboratory works	Group consultations	
8 term							
Section 1. The content of cultural tourist activities							
1	The subject and essence of leisure activities	PC -4 PC -9	1,5	1,5	-	-	1,5
2	History of cultural and educational work		-	1,5	-	-	3
Section 2. Basic of animation							
3	Types of Animation	PC -4 PC -9	1,5	1,5	-	-	3
4	The structure of the animation service.		1,5	1,5	-	-	3
5	Technology of event design and creation of animation programs		-	1,5	-	-	3
6	Animated Touring		-	1,5	-	-	3
7	Typology of Touranimation		-	1,5	-	-	3
8	Animation Safety Rules		-	1,5	-	-	3
Section 3. Tourist animation as an object of management							

9	Concept and functions of animation management	PC -4 PC -9	1,5	1,5	-	-	3
10	Animation Management		1,5	1,5	-	-	3
11	Classification of tourists. Features of working with tourists of different categories		-	3	-	-	3
Section 4. Forms of organization of animation activities							
12	Sports and entertainment programs	PC -4 PC -9	3	3	-	-	3
13	Spectacular entertainment		-	3	-	-	3
14	The formation of integrated programs		3	3	-	-	3
Total for 8 term			13,5	27	-	-	40,5
Total			13,5	27	-	-	40,5

## 7.2 The name and content of the lectures

№	The name of the subjects of the discipline, their summary	Hours (Credit points)	The interactive form
<b>8 term</b>			
<b>Section 1. The content of cultural tourist activities</b>			
1	<b>The subject and essence of leisure activities.</b> Definition of the concepts of "leisure", "recreation", "rest". Leisure as a way to meet diverse needs, including cultural. Leisure activities. Approaches to understanding leisure. The content of cultural tourist activities.	1,5	Conversation Lecture
<b>Section 2. Basic of animation</b>			
3	<b>Types of Animation</b> Types of animation as elements of animation programs. Types of animation that satisfy the various needs of tourists: animation in motion, animation through experience, animation through communication, animation through reassurance, cultural animation, creative animation.	1,5	Conversation Lecture
4	<b>The structure of the animation service.</b> The structure of the animation service as the most optimal tool for solving basic problems and implementing the basic functions of animation management. The structure and staff of the TC service. The staff structure of the hotel animation service. Sports department. Show animation department. Mini club. Department of creative studies.	1,5	Conversation Lecture
<b>Section 3. Tourist animation as an object of management</b>			
9	<b>Concept and functions of animation management</b> The concept of animation management. Components of the concept of "animation management." The control subsystem of animation management. Functions of animation management: "planning", "organization", "motivation", "analysis and control". Tasks, the solution of which is the implementation of the functions of	1,5	-

	animation management.		
10	<b>Animation Management.</b> Animation management system. The functional composition of the innovative management activities of the manager of the animation service. Communications, structure and communication mechanisms in the management of animation activities. The negotiation process during the preparation and conduct of animation events.	1,5	Conversation Lecture
<b>Section 4. Forms of organization of animation activities</b>			
12	<b>Sports and entertainment programs</b> Forms of organization of sports animation programs. Safety requirements in the organization of sports programs. Types of sports and entertainment programs.	3	Conversation Lecture
14	<b>The formation of integrated programs.</b> Classification of tourists. Features of working with tourists of different categories. Classification of tourists by age. Ethnicity classification. Forms of work with different age groups of vacationers. Spectacular entertainment. Comprehensive programs.	3	Conversation Lecture
<b>Total for 8 term</b>		<b>13,5</b>	<b>9</b>
<b>Total</b>		<b>13,5</b>	<b>9</b>

### 7.3 Name of laboratory works

This type of work is not provided.

### 7.4. Name of the Practical Classes

<b>№ theme</b>	<b>The name of the subjects of the discipline, their summary</b>	<b>Hours (Credit points)</b>	<b>The interactive form</b>
<b>8 term</b>			
<b>Section 1. The content of cultural tourist activities</b>			
1	<b>Practical Class № 1.</b> The subject and essence of leisure activities	1,5	Round table
2	<b>Practical Class № 2.</b> History of cultural and educational work	1,5	-
<b>Section 2. Basic of animation</b>			
3	<b>Practical Class № 3.</b> Types of Animation	1,5	-
4	<b>Practical Class № 4.</b> The structure of the animation service.	1,5	Round table
5	<b>Practical Class № 5.</b> Technology of event design and creation of animation programs	1,5	-
6	<b>Practical Class № 6.</b> Animated Touring	1,5	-
7	<b>Practical Class № 7.</b> Typology of Touranimation	1,5	Round table
8	<b>Practical Class № 8.</b> Animation Safety Rules	1,5	-
<b>Section 3. Tourist animation as an object of management</b>			
9	<b>Practical Class № 9.</b> Concept and functions of animation management	1,5	-
10	<b>Practical Class № 10.</b> Animation Management	1,5	Round table
11	<b>Practical Class № 11.</b> Classification of tourists. Features of working with tourists of different categories	3	-

Section 4. Forms of organization of animation activities			
12	<b>Practical Class № 12</b> Sports and entertainment programs	3	-
13	<b>Practical Class № 13.</b> Spectacular entertainment	3	-
14	<b>Practical Class № 14.</b> The formation of integrated programs	3	-
<b>Total for 8 term</b>		<b>27</b>	<b>6</b>
<b>Total</b>		<b>27</b>	<b>6</b>

### 7.5 Technological map of the student's independent work

Code realizable competenc es	Variety of students activities	The final product of independent work	Meansand technologies assessments	Volume of hours, including		
				IWS	Contact information work with	Total
PC-4 PC-9	8 term					
	Study of literature on themes № 1-14	Abstract of materials	Interviewing	51,84	5,76	57,6
	Preparation for practical classes on themes № 1-14	Abstract of materials	Interviewing	3,78	0,42	4,2
	Preparation for practical classes (round table) on themes № 1, № 4, № 7, № 10	Message text	Report	1,08	0,12	1,2
Total for 8 term				81	9	90
Total				81	9	90

### 8. Foundation of evaluation tools for intermediate qualification of trainees in discipline

#### 8.1 List of competencies with the indication of the stages of their formation in the process of mastering the EP HE. The passport of the appraisal fund

Code realizable competenc esrealizable competenc es	Stage forming competence (№theme)	Means and Technologies of assessments	A type control (current/ Intermediate accurate)	Type Controls (oral/ written)	Name evaluation facilities
PC-4 PC-9	1-14	Interviewing	current	oral	Questions for the interview
	1,4,7,10	Report	current	oral	List of discussion topics for the round table

1-14	Course work	intermediate	writing	Assessment tools for course work
1-14	Exam	intermediate	oral	Questions to exam

## 8.2 Description of indicators and criteria for assessing competencies at various stages of their formation, a description of scales of assessment

Levels of competence formation	Indicators	Descriptors			
		2 points	3 points	4 points	5 points
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					
Basic	To know: - the resource base for organizing the process of servicing tourists on the basis of regulatory legal acts; - the main stages of the service process for tourists; - the subject and essence of leisure activities, the history of cultural and educational work, types of animation	<b>Weakly knows:</b> - the resource base for organizing the process of servicing tourists on the basis of regulatory legal acts; - the main stages of the service process for tourists	<b>Satisfactory knows:</b> - the resource base for organizing the process of servicing tourists on the basis of regulatory legal acts; - the main stages of the service process for tourists; - the subject and essence of leisure activities, the history of cultural and educational work, types of animation	<b>Knows well:</b> - the resource base for organizing the process of servicing tourists on the basis of regulatory legal acts; - the main stages of the service process for tourists; - the subject and essence of leisure activities, the history of cultural and educational work, types of animation	
	To be able: - substantiate and develop technologies for the process of service for tourists, taking into account customer focus; - be able to organize the process of customer service based on regulatory legal acts; - carry out relationships and perform professional functions in the process of service activities, analyze and evaluate the indicators characterizing the system of quality of services	<b>To be able weakly to:</b> - substantiate and develop technologies for the process of service for tourists, taking into account customer focus; - be able to organize the process of customer service based on regulatory legal acts	<b>To be able satisfactory to:</b> - substantiate and develop technologies for the process of service for tourists, taking into account customer focus; - be able to organize the process of customer service based on regulatory legal acts; - carry out relationships and perform professional functions in the process of service activities, analyze and evaluate the indicators characterizing the system of quality of services	<b>To be able well:</b> - substantiate and develop technologies for the process of service for tourists, taking into account customer focus; - be able to organize the process of customer service based on regulatory legal acts; - carry out relationships and perform professional functions in the process of service activities, analyze and evaluate the indicators characterizing the system of quality of services	
	To master: - methods and forms of service	<b>Weak master:</b> - methods and forms of service	<b>Satisfactory master:</b> - methods and	<b>To master well:</b> - methods and forms of service	



	<p>organization within the contact zone on the basis of regulatory legal acts;</p> <ul style="list-style-type: none"> <li>- the ability to make the selection of resources and means taking into account the requirements of the consumer (taking into account customer-oriented technologies);</li> <li>- the theoretical foundations of the organization of animation activities in the field of service and tourism.</li> </ul>	<p>organization within the contact zone on the basis of regulatory legal acts;</p> <ul style="list-style-type: none"> <li>- the ability to make the selection of resources and means taking into account the requirements of the consumer (taking into account customer-oriented technologies)</li> </ul>	<p>forms of service organization within the contact zone on the basis of regulatory legal acts;</p> <ul style="list-style-type: none"> <li>- the ability to make the selection of resources and means taking into account the requirements of the consumer (taking into account customer-oriented technologies);</li> <li>- the theoretical foundations of the organization of animation activities in the field of service and tourism.</li> </ul>	<p>organization within the contact zone on the basis of regulatory legal acts;</p> <ul style="list-style-type: none"> <li>- the ability to make the selection of resources and means taking into account the requirements of the consumer (taking into account customer-oriented technologies);</li> <li>- the theoretical foundations of the organization of animation activities in the field of service and tourism.</li> </ul>	
<b>Advanced</b>	<p>To know:</p> <ul style="list-style-type: none"> <li>- the resource base for organizing the process of servicing tourists on the basis of regulatory legal acts;</li> <li>- the main stages of the service process for tourists;</li> <li>- the subject and essence of leisure activities, the history of cultural and educational work, types of animation</li> </ul>				<p><b>Fully knows:</b></p> <ul style="list-style-type: none"> <li>- the resource base for organizing the process of servicing tourists on the basis of regulatory legal acts;</li> <li>- the main stages of the service process for tourists;</li> <li>- the subject and essence of leisure activities, the history of cultural and educational work, types of animation</li> </ul>
	<p>To be able:</p> <ul style="list-style-type: none"> <li>- substantiate and develop technologies for the process of service for tourists, taking into account customer focus;</li> <li>- be able to organize the process of customer service based on regulatory legal acts;</li> <li>- carry out relationships and perform professional functions in the process of service activities, analyze and evaluate the indicators characterizing the system of quality of services</li> </ul>				<p><b>Fully able:</b></p> <ul style="list-style-type: none"> <li>- substantiate and develop technologies for the process of service for tourists, taking into account customer focus;</li> <li>- be able to organize the process of customer service based on regulatory legal acts;</li> <li>- carry out relationships and perform professional functions in the process of service activities, analyze and evaluate the indicators characterizing the system of quality of services</li> </ul>

	To master: - methods and forms of service organization within the contact zone on the basis of regulatory legal acts; - the ability to make the selection of resources and means taking into account the requirements of the consumer (taking into account customer-oriented technologies); - the theoretical foundations of the organization of animation activities in the field of service and tourism.				<b>Fully master:</b> - methods and forms of service organization within the contact zone on the basis of regulatory legal acts; - the ability to make the selection of resources and means taking into account the requirements of the consumer (taking into account customer-oriented technologies); - the theoretical foundations of the organization of animation activities in the field of service and tourism.
<b>PC-9- able to carry out internal and external professional communications</b>					
<b>Basic</b>	To know: - principles of internal and external professional communications; - features of group psychology, interpersonal relationships and communication; - the structure of individuality and the relationship of the properties of a person as an individual, subject of activity and personality, existing personality typologies, psychological types of people	<b>Weakly knows:</b> - principles of internal and external professional communications; - features of group psychology, interpersonal relationships and communication	<b>Satisfactory knows:</b> - principles of internal and external professional communications; - features of group psychology, interpersonal relationships and communication; - the structure of individuality and the relationship of the properties of a person as an individual, subject of activity and personality, existing personality typologies, psychological types of people	<b>Knows well:</b> - principles of internal and external professional communications; - features of group psychology, interpersonal relationships and communication; - the structure of individuality and the relationship of the properties of a person as an individual, subject of activity and personality, existing personality typologies, psychological types of people	
	To be able: - successfully carry out internal and external professional communications; - to analyze the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises; - purposefully use the socio-psychological	<b>To be able weakly to:</b> - successfully carry out internal and external professional communications; - to analyze the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises;	<b>To be able satisfactory to:</b> - successfully carry out internal and external professional communications; - to analyze the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises; - purposefully use the socio-	<b>To be able well:</b> - successfully carry out internal and external professional communications; - to analyze the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises; - purposefully use the socio-psychological patterns in	

	patterns in interaction and communication, carrying out interpersonal, group and organizational communications when organizing animation activities at tourism enterprises		psychological patterns in interaction and communication, carrying out interpersonal, group and organizational communications when organizing animation activities at tourism enterprises	interaction and communication, carrying out interpersonal, group and organizational communications when organizing animation activities at tourism enterprises	
	<p>To master:</p> <ul style="list-style-type: none"> <li>- skills of internal and external professional communications;</li> <li>- a methodology for analyzing the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises;</li> <li>- methods of using socio-psychological patterns in interaction and communication, carrying out interpersonal, group and organizational communications in the organization of animation activities in tourism enterprises</li> </ul>	<p><b>Weak master:</b></p> <ul style="list-style-type: none"> <li>- skills of internal and external professional communications;</li> <li>- a methodology for analyzing the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises</li> </ul>	<p><b>Satisfactory master:</b></p> <ul style="list-style-type: none"> <li>- skills of internal and external professional communications;</li> <li>- a methodology for analyzing the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises;</li> <li>- methods of using socio-psychological patterns in interaction and communication, carrying out interpersonal, group and organizational communications in the organization of animation activities in tourism enterprises</li> </ul>	<p><b>To master well:</b></p> <ul style="list-style-type: none"> <li>- skills of internal and external professional communications;</li> <li>- a methodology for analyzing the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises;</li> <li>- methods of using socio-psychological patterns in interaction and communication, carrying out interpersonal, group and organizational communications in the organization of animation activities in tourism enterprises.</li> </ul>	
<b>Advanced</b>	<p>To know:</p> <ul style="list-style-type: none"> <li>- principles of internal and external professional communications;</li> <li>- features of group psychology, interpersonal relationships and communication;</li> <li>- the structure of individuality and the relationship of the properties of a person as an individual, subject of activity and personality, existing personality typologies, psychological types of people</li> </ul>				<p><b>Fully knows:</b></p> <ul style="list-style-type: none"> <li>- principles of internal and external professional communications;</li> <li>- features of group psychology, interpersonal relationships and communication;</li> <li>- the structure of individuality and the relationship of the properties of a person as an individual, subject of activity and personality, existing personality typologies, psychological types of people.</li> </ul>

	<p>To be able:</p> <ul style="list-style-type: none"> <li>- successfully carry out internal and external professional communications;</li> <li>- to analyze the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises;</li> <li>- purposefully use the socio-psychological patterns in interaction and communication, carrying out interpersonal, group and organizational communications when organizing animation activities at tourism enterprises</li> </ul>				<p><b>Fully able:</b></p> <ul style="list-style-type: none"> <li>- successfully carry out internal and external professional communications;</li> <li>- to analyze the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises;</li> <li>- purposefully use the socio-psychological patterns in interaction and communication, carrying out interpersonal, group and organizational communications when organizing animation activities at tourism enterprises</li> </ul>
	<p>To master:</p> <ul style="list-style-type: none"> <li>- skills of internal and external professional communications;</li> <li>- a methodology for analyzing the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises;</li> <li>- methods of using socio-psychological patterns in interaction and communication, carrying out interpersonal, group and organizational communications in the organization of animation activities in tourism enterprises</li> </ul>				<p><b>Fully master:</b></p> <ul style="list-style-type: none"> <li>- skills of internal and external professional communications;</li> <li>- a methodology for analyzing the totality of mental phenomena and relationships arising in the process of organizing animation activities at tourism enterprises;</li> <li>- methods of using socio-psychological patterns in interaction and communication, carrying out interpersonal, group and organizational communications in the organization of animation activities in tourism enterprises</li> </ul>

### 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

<b>№</b>	<b>Type of activity of students</b>	<b>Terms of implementation</b>	<b>Amount of points</b>
<b>8 term</b>			
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
<b>Total for 8 term</b>			<b>55</b>
<b>Total</b>			<b>55</b>

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:

<b>Level of control task completion</b>	<b>Rating score</b>
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**

<b>Rating score for the discipline</b>	<b>Five-point rating</b>
<b>35 – 40</b>	Excellent
<b>28 – 34</b>	Good
<b>20 – 27</b>	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**

<b>Rating score for the discipline</b>	<b>Five-point rating</b>
<b>88 – 100</b>	Excellent
<b>72 – 87</b>	Good
<b>53 – 71</b>	Satisfactory
<b>&lt;53</b>	Unsatisfactory

Interim assessment in the form of course work (project).

The maximum amount of scores for a course work (project) is set 100 and converted to national scale as follows:

#### **Five-point rating system rating scale**

<b>Rating score</b>	<b>Five-point rating</b>
88-100	Excellent
72-87	Good
53-71	Satisfactory
< 53	Unsatisfactory

### **8.3 Typical control tasks or other materials necessary for assessing the knowledge, skills, and (or) experience of activities that characterize the stages of forming competencies**

#### **Questions to exam (8 term)**

#### **Questions for checking the level of training**

##### **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.

**Themes of course works**

**Basic level**

1. Animation in tourism.
2. Entertainment industry and tourism.
3. Socio-cultural animation.
4. Leisure in tourism.
5. Animation and principles of its organization
6. The theoretical rationale for the role of animation technology in modern tourism.
7. Animation technologies in tourism.
8. Sports and fitness services in tourist animation.
9. Tourist and hotel animation.
10. Management of tourist and hotel animation.
11. Animation in museums.
12. Organizational and technological support of animation programs in youth tourism.
13. Concepts and functions of animation.

14. Modern festivals as objects of excursion animations
15. Features of the organization of sports and recreational animation programs.
16. Features of the organization of children's animation.
17. Development of a children's thematic walking tour with animation elements.
18. Development of a historical adventure game.
19. Technology and organization of targeted animation routes.
20. Features of the organization of animation in theme parks.

#### **Advanced level**

1. The role and significance of Russian folk culture in animation programs.
2. Technology for creating and implementing animation programs.
3. Features of the organization of animation events in environmental tourism.
4. The technology of creation and organization of historical reconstructions.
5. The importance of psychological aspects in the organization of animation activities.
6. The use of gaming technology in animation.
7. New information technologies in the development of animation projects.
8. The role of animation services in creating a new tourism product.
9. Features of the organization of animation events in business tourism.
10. Organization of animation services in the tourist complex.
11. Organization of animation in the rural tourism system
12. Animation industry: current status and its role in the development of tourism
13. Development of a plan of animation events for the children's sports and tourist camp.
14. Development of a plan of animation events for the "Tourist Day" on the basis of the children's sports and tourist camp.
15. Development of a draft children's cultural and entertainment program on the tourist route.

#### **8.4 Methodical materials defining the assessment procedure of knowledge, skills and (or) experience and characterizing the stages of competence formation**

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.

Current certification of students is carried out by a teacher conducting lectures and practical classes in the discipline. For the practical lesson, the student must prepare answers to questions, complete tasks on the topic of the lesson. The student receives the maximum number of points if he is actively involved in the work, owns the material, knows how to express thoughts logically and clearly, creatively approaches the solution of the main issues of the topic, shows the independence of thinking.

The basis for the reduction of the assessment are:

- poor knowledge of the topic and basic terminology;
- passivity of participation in group work;
- lack of ability to apply theoretical knowledge to solve practical problems.

#### **To complete the term paper is given at least two months:**

When checking the tasks are evaluated:

- the ability to study and generalize literary sources;
- the ability to collect, analyze and process information;
- ability to define practical tasks;
- the ability to draw conclusions and formulate recommendations;
- design work.



When protecting work, the following are assessed:  
the correctness and completeness of answers to the questions posed;  
the quality of the illustrated material;  
ability to state the essence of their work;  
the ability to argue and defend one's own point of view, conduct a scientific discussion,  
and correctly respond to comments.

Criteria for evaluating the results of independent work are given in the Fund of assessment tools for discipline «Организация анимационной деятельности в туризме/Organization of animation activities in Tourism».

## 9. Methodical instructions for students on mastering the discipline

At the first stage it is necessary to study the working program of discipline in which the maintenance of the topics of a practical training, subjects and types of independent work are considered. By each type of independent work certain forms of the reporting are provided

For successful development of discipline, it is necessary to execute the following types of independent work, using the recommended information sources:

№	Types of independent work	The recommended information (sources)			
		Basic	Additional	Methodical	Internet Resources
1.	Study of literature on themes № 1-14	1-2	1-2	1-3	1-3
2.	Preparation for practical classes on themes № 1-14	1-2	1-2	1-3	1-3
3.	Preparation for practical classes (round table) on themes № 1, № 4, № 7, № 10	1-2	1-2	1-3	1-3
4.	Preparation of course work	1-2	1-2	1-3	1-3

## 10. Educational, methodological and information support of the discipline

### 10.1. List of basic and additional literature necessary for mastering the discipline

#### 10.1.1. List of main literature:

1. Kulagina, E.V. Recreation and animation technologies / E.V. Kulagina, Yu.V. Slivkova; Ministry of Education and Science of Russia, Omsk State Technical University. - Omsk: Publishing House OmSTU, 2017. -- 96 p. : tab., graph., schemes. - Access mode: by subscription. - URL: <http://biblioclub.ru/index.php?page=book&id=493340>. - Bibliography: p. 86. - ISBN 978-5-8149-2422-3. - Text: electronic.

2. Khairtdinova, O.A. Organization of leisure of tourists / O.A. Khairtdinova; Ministry of Education and Science of the Russian Federation, Federal State Budgetary Educational Institution of Higher Professional Education "Ufa State University of Economics and Service" (USUES). - Ufa: Ufa State University of Economics and Service, 2015. - 55 p. : tab., schemes. - Access mode: by subscription. - URL: <http://biblioclub.ru/index.php?page=book&id=445127>. - Bibliogr. in the book. - ISBN 978-5-88469-745-4. - Text: electronic.

#### 10.1.2. List of additional literature:

1. Kravchuk, T. A. Implementation of term paper on the discipline "Animation in Tourism" in the direction 100400.6662 "Tourism" / T. A. Kravchuk, D. A. Savchak, P. I. Flank. - Omsk: Siberian State University of Physical Culture and Sports, 2014. - 44 p. - ISBN 2227-8397. - Text: electronic // Electronic Library System IPR BOOKS: [site]. - URL: <http://www.iprbookshop.ru/65046.html>. - Access mode: for authorization. users.

2. Zhuravleva M.M. Animation in recreation and tourist activities [Electronic resource]: lecture course / Zhuravleva M.M. - Electron. textual data. — Irkutsk: Irkutsk branch of the Russian State University of Physical Culture, Sports, Youth and Tourism, 2015.— 159 pp. — Access mode: <http://www.iprbookshop.ru/15682>.— IPRbooks, with a password

10.2. List of educational and methodological support for independent work of students in discipline:

1. Methodical recommendations for practical lessons on the discipline «Организация анимационной деятельности в туризме/Organization of animation activities in Tourism» for students in the field of training 43.03.02 Tourism.

2. Methodical recommendations for students on the organization and conduct of independent work on the discipline « Организация анимационной деятельности в туризме/Organization of animation activities in Tourism» for students in the field of training 43.03.02 Tourism.

3. Methodical recommendations for the implementation of course work on the discipline «Организация анимационной деятельности в туризме/Organization of animation activities in Tourism» for students in the field of training 43.03.02 Tourism.

10.3. The list of resources of the information and telecommunication network "Internet", necessary for mastering the discipline:

1. <https://e.lanbook.com/> - Electronic library system Lan;

2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;

3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

**11. List of information technologies used in the implementation of the educational process for discipline, including a list of software and information reference systems:**

*Information Technologies:* not provided.

*Information Help Systems:* not provided.

*List of software and information reference systems:*

1. Basic software package Microsoft Office 2010. Paid license. Contract No. 01-ea / 13 dated February 25, 2013. End of support (updates) - 2020-10.

2. Operating system: Microsoft Windows Professional 7. Paid license. Contract No. 01-ea / 13 dated February 25, 2013. End of support (update) - 2023-01.

**12. Description of the material and technical base necessary for the implementation of the educational process in discipline:**

1) The classroom for lectures - 3 building, aud. No. 313, an auditorium equipped with specialized furniture and technical teaching aids used to present educational information to a large audience: computer, projector, flipchart. Educational and visual aids in the form of thematic presentations corresponding to the work programs of the disciplines.

2) The classroom for conducting seminar-type classes (practical work), for ongoing monitoring and intermediate certification, for coursework - 3 building, auditorium. No. 335, an audience equipped with specialized furniture and technical teaching aids used to present educational information to a large audience: personal computer, portable projector, magnetic-whiteboard, flipchart.