

SUMMARY

The theme of graduation thesis: "Organizational and technological support of animation programs in youth tourism (with the development of an animation tour)."

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The relevance of the research topic. The relevance of this topic is that tourist animation has become popular among young people and for the further development of this area, the level of service, the quality of offers, the training of specialists that will serve people at the highest level and provide tourist services competently. Tourist animation has become a major component in the travel industry and an essential component of tourist programs. Animation enriches the tourist program, gives positive emotions, impressions and develops personality.

The purpose of the study is to identify the technological features of organizing animation programs for youth tours; The development of a youth tour of the CMS with the inclusion of animation programs.

Tasks:

- Identify the essence, specifics and types of tourism in the structure of youth leisure.
- To consider the organization and technology of development of animation programs in various types of youth tourism.
- Give a general description of the region of the Caucasian Mineral Waters and identify the place of youth tourism in the region's economy.
- Develop a project of a youth tour of the CMS with the inclusion of animation programs.

The theoretical and methodological basis of the work, the problems posed in it, were the newest domestic and foreign scientific works in the field of theory and practice of the development of animation activities of enterprises of the hotel complex and tourist centers, legislative acts and normative and legal documents regulating the active involvement of youth in cultural and recreational activities , In the identification and disclosure of the basic organizational and technological requirements for the organization of animation programs in youth tourism.

The practical significance lies in the fact that, based on the theory studied, as well as the experience of organizing youth animation programs, methodological recommendations were developed to improve the organization of such programs for the NCFD (North Caucasus Federal District).

The results of the study. It can be concluded that the developed animation program will increase the interest in involving young people in cultural and leisure activities, and the proposed measures for its implementation contribute to higher profits, that is, the goal of this work is achieved.

Recommendations. Based on our studies and studying the experience of organizing and conducting animation programs on the territory of the Caucasian Mineral Waters, a five-day-five mountain tour for young people was developed and an animation program project that should not only enhance the attractiveness of the tour but also meet the needs of young people Communication, entertainment, active and leisure. To achieve this goal, the following activities were proposed: special offers, a variety of animation events, additional services.