The theme of graduation thesis: "Organizational and technological software of animation programs in the youth tourism (on the example of travel Agency "Pegas Touristik")."

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Information about customer organization: travel Agency "Pegas Touristik" of Pyatigorsk.

Objective of the research: The main feature of the organization of youth tourism at present is the need for the inclusion of animation programs in the journey. Tourism animation is designed to facilitate the solution of such General sociological youth issues as education of young people, broaden their horizons, the development of social and political activity of young people. Animation involves tourists in a variety of activities through participation in specially designed recreation programs.

The purpose of the study: to examine organizational and technological support of animation programs at the youth tourism and to develop the project of the youth tour on the cities of KMV with the inclusion of animation programs on the basis of identified modern technological features.

Tasks:
- To determine the nature, specificity and types of tourism in the structure of youth leisure.
- To consider the possibility of using animation programs in the youth tourism.
- To explore the issues of organization of entertainment programs in various types of youth tourism.
- To characterize, to undertake marketing analysis and to consider the experience of organizing youth tours travel Agency LLC "Pegas Touristik".
- To develop a draft animation programme of the youth tour on the cities of KMV and submit it to the organizational and technological support.
- To evaluate the efficacy of the project through economic calculations implementation of animation programs in the youth tour on the cities of KMV.

Theoretical and practical significance.

The theoretical significance of this work lies in the fact that for the first time conducted a comprehensive analysis of the problems related to organizational and technological software of animation programs in the youth tourism. The theoretical novelty of the research consists in substantiation of the importance of animation
programs in the youth tourism as an important means of active inclusion of youth in leisure and cultural activity, in identifying and solving the basic organizational-technological requirements to the organization of animation programs in the youth tourism.

**Practical significance of the work.** Considers the concept of "youth tourism" as one of the socio-cultural mechanisms, which can be created conditions for the emergence and disclosure of human needs and abilities to expose new capabilities and methods of use in public life. Was considered the distinctive features of youth tourism, the possibility of using animation programs in the youth tourism and the organization of entertainment programs in various types of youth tourism. Also on the basis of the studied theories were developed methodical recommendations on perfection of the organization of animation programs in the youth tourism in the region of CMS.

**The results of the study.** The study showed that the introduction of animation in the tour program helps more effectively use existing cultural and historical resources, tourist objects, to more fully meet the spiritual and educational needs of students, tourists and University students.

**Recommendations.** Based on the study of the theory and experience of the organization of the youth animation programs were developed methodical recommendations on organization of youth tours for the travel company "Pegas Touristik". This will allow the travel Agency to satisfy the needs of young tourists and increase the volume of orders.