Summary

for the graduate diploma
on the topic:
ANIMATION AS EFFECTIVE TOOL FOR IMPROVING SERVICES
IN THE HOTEL
(on the example of the hotel "Pontos Plaza" of Essentuki)

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The Importance of the research. In our days, the tourism industry is growing very rapidly: there are new tourist complexes, hotels, tour operators and travel agent firms, enterprises producing souvenirs, tour operators, advertising and information services. Today the tourism industry is a big economic complex, which employs a large number of people, which depends on the professionalism of productivity and efficiency of the complex.

Tourist animation is the service, which improve quality of service and at the same time it is a unique form of advertising, a form of re-attracting guests and their friends, with the goal to promote the tourism product on the market to enhance the yield and profitability of the tourism business. Due to animation, tourists got a lot of positive emotions and seek to revisit exactly tourist enterprise, where they already were.

The importance of the research, on the one hand, is the great interest in the study of animation as an effective means to improve the service level of the hotel enterprise, and on the other hand, its insufficient development of modern science. Consideration of issues related to similar subjects is both theoretical and practical significance.

The Purpose of research is to develop animation programs as an effective means of improving the level of services for hospitality industry.

To achieve the goals we have determined some specific objectives:
- To consider the basic concepts and functions of the hotel animation;
- Study the types of hotel animation.
- To determine the features and direction of the animation in the hotel industry;
- To analyze the Russian animation activity and regional hospitality industry;
- Consider creating and implementing technology animation programs in
practice.
- To develop an animation program for the hospitality industry hotel "Pontos Plaza" of Essentuki.

**The theoretical significance of the research** is to justify the importance of animation programs in tourism as an important means of active inclusion of rest in culture - leisure activities, identification and disclosure of major organizational and technological requirements for the organization of animation programs in tourism.

**The practical significance of the research** basis of the theory, as well as experience in organizing animation programs we have developed recommendations for improving the organization of such programs for the hotel "Pontos Plaza" of Essentuki. It is possible to increase the interest of choosing this hotel for tourist entertainment.

We have developed five recommendations which we propose to implement in the hotel "Pontos Plaza":
1. Hire the necessary staff to implement animation activity, as well as to introduce the position of manager for the organization of animation events.
2. Make a single uniform for all employees of the hotel, which will be applied in the evening during the animation program, with the help of such uniforms it will create a unique holiday atmosphere.
3. Conduct trainings and workshops which will train staff sensitivity, friendliness, tact, communication skills, ability to listen carefully to the guest and respond rapidly to emerging problems or his difficulties while in the hotel.
4. Acquire the necessary equipment and decorations for animation programs.
5. Develop an animation program, with elements of national color.

The study showed an insufficient level of animation service in the tourist
complexes located on the Caucasian Mineral Waters. These areas are quite popular vacation spots, but nevertheless animated services here, as a rule, the same type, and include: sports games, tours, discos and dance parties. Almost complete absence of large entertainment programs, allowing travelers to participate in them, and not be passive spectators.

Based on the study of services offered by the regional hotel complex, we had a conclusion is drawn about the low level of children's animation service - scale, quantitative and meaningful variety of animation programs offered for parents with children in the resorts, is clearly insufficient. Basically this program include holding children's sports. In virtually isolated cases, children's animation includes creative animation - drawing and making souvenirs.

Having considered the direction of the hotel features animation in the world, we came to the conclusion that the animation activities in each country is represented in different ways, due to the fact that the character animation activities depends on customs, contingent vacationers and climate in the country. The temperament inhabitants of the country also is reflected in the animation programs for tourists. Thus, in countries with hot climates animation saturated mobile games, breathtaking views, in countries where the climate is more temperate, and sometimes even a cool animation programs are restrained - less mobile games, show program replete with classical music. Each country has it unique animation flavor which makes it unique.

After analyzing the animation activity of Russian regional hospitality industry, we have seen that animation activities originated in the last century and has undergone great changes, came to our days. Mainly changes associated with the change of government, change of ideological and
religious beliefs. Animation as a service provided by the domestic hotel companies, is underdeveloped in comparison with foreign hotels and needs to be improved. Not all hotels in Russia there is an animation. There is a lack of entertainment, where the whole family, including children and adults can rest and have fun. The vast majority of hotels regional development needs of individual animation program, which would be reflected unique flavor of the region, its uniqueness, stressed the individuality of each hotel.

We have successfully developed an animation program for the hotel "Pontos Plaza" which is located in Essentuki. Hotel "Pontos Plaza" is primarily a business hotel and activities such as outdoor games, dressing in different costumes, etc. may be inappropriate and not to the taste of hotel guests. In this regard, we have developed an animation program, which will be enjoyed, both business and people who came to the hotel the whole family with a view to take a break from everyday problems and relax.