

Animation in tourism

A great sidejob opportunity for tour guides



Origin and meaning

The animation in tourism is a specific form of complementary product.

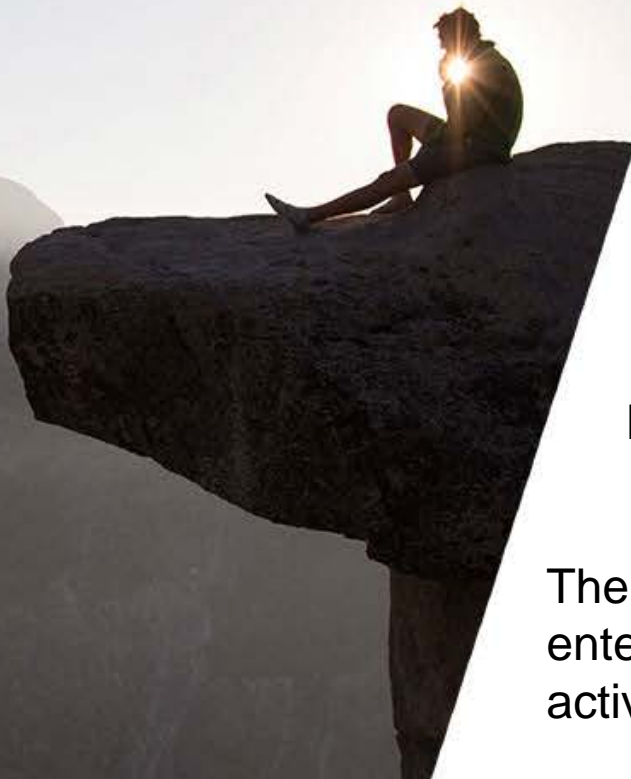
Animation itself is not a stand-alone product or service

It can appear as enriching or perfecting an existing offer.

According to the etymological origin of the word, animation is an activity that aims to revive the tourist offer and motivate the visitors to participate in it.

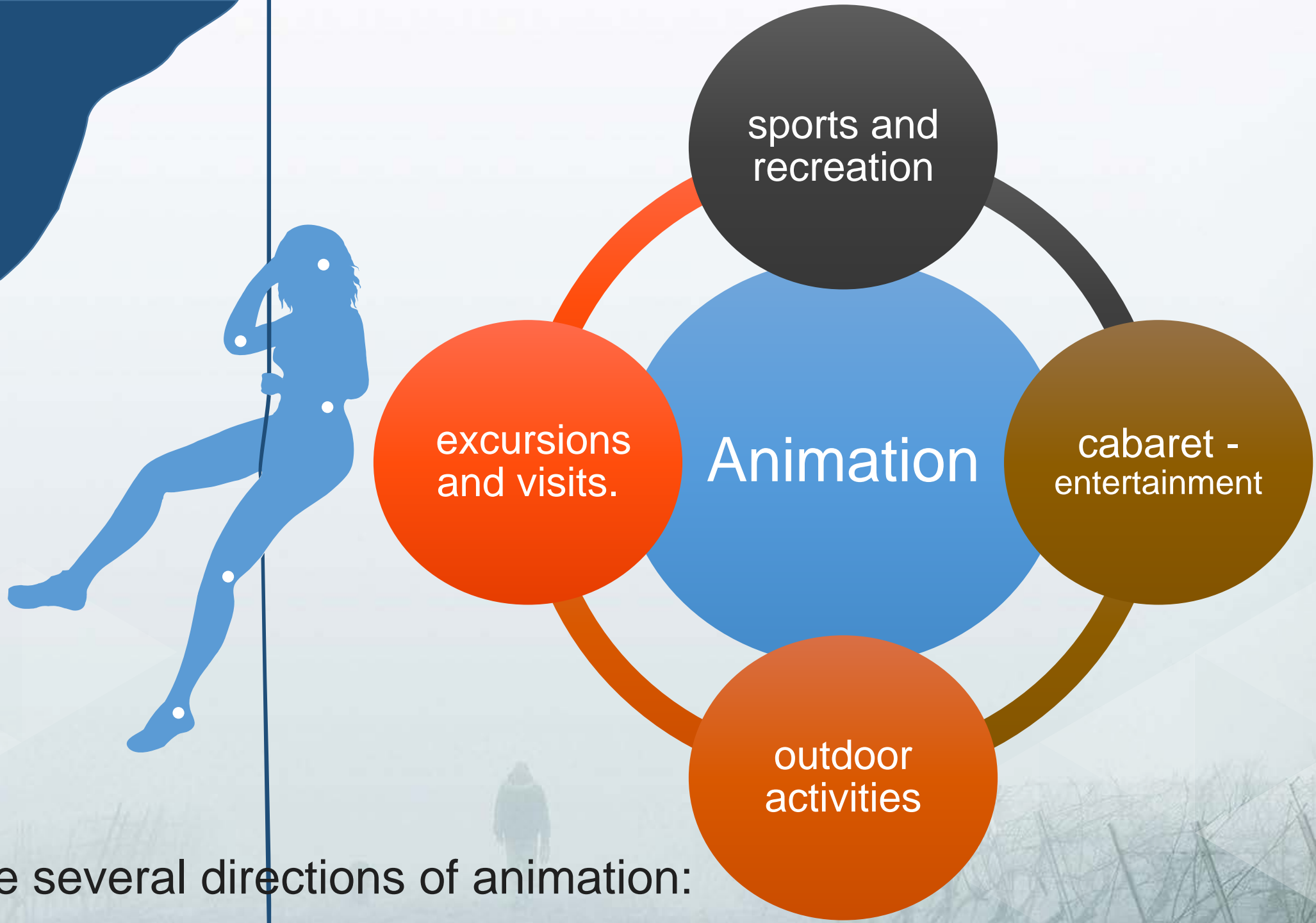
Most generally, it means enriching tourist content.

The animation is a series of sports-recreational, cultural and entertainment contents, which motivate visitors to participate actively and dynamically in them during the stay.





Local tourist spots do not have an animation service. They do not understand the importance of this segment in the tourist offer, and sometimes they even it out with simple entertaining by a talented individual. This degrades its function and prevents the optimal utilization of the benefits.

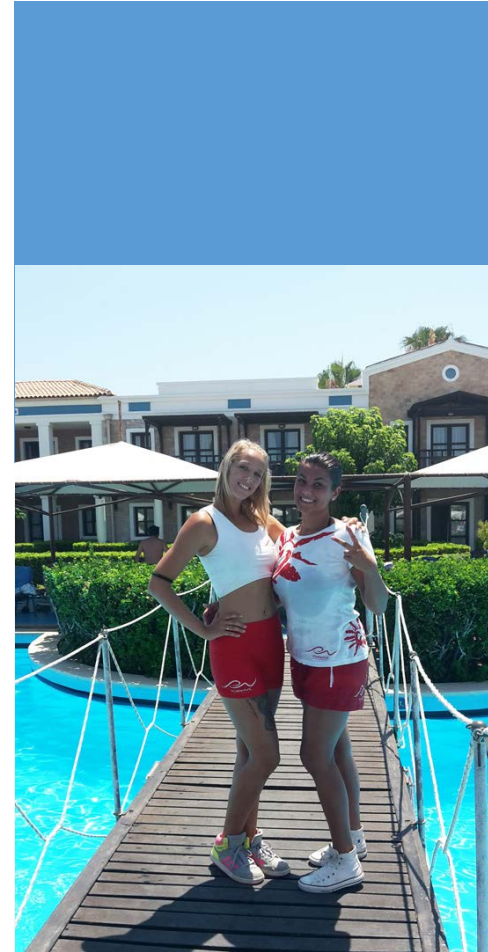


There are several directions of animation:

Let's create together!



Almost
anything
can be an
animation
topic



GO GO GO!

Managing tourist animation

By definition, animation management involves work with very limited resources, personal contacts, continuous planning, organizing, coordinating and controlling the resurgence of tourists. In practice, the management of animation includes: planning and making a program, organizing staff, technique and space, conducting activities, selecting and coordinating animators, communicating and ultimately evaluating the process.





- One of the main roles of the animator is to help people feel comfortable talking to each other.
- This ensures that later they feel free to relax themselves and to contribute to the entertainment and good atmosphere.



- A modern visitor, a resident of an urban environment, is often unable to establish contact with other people, although he feels the need for it.

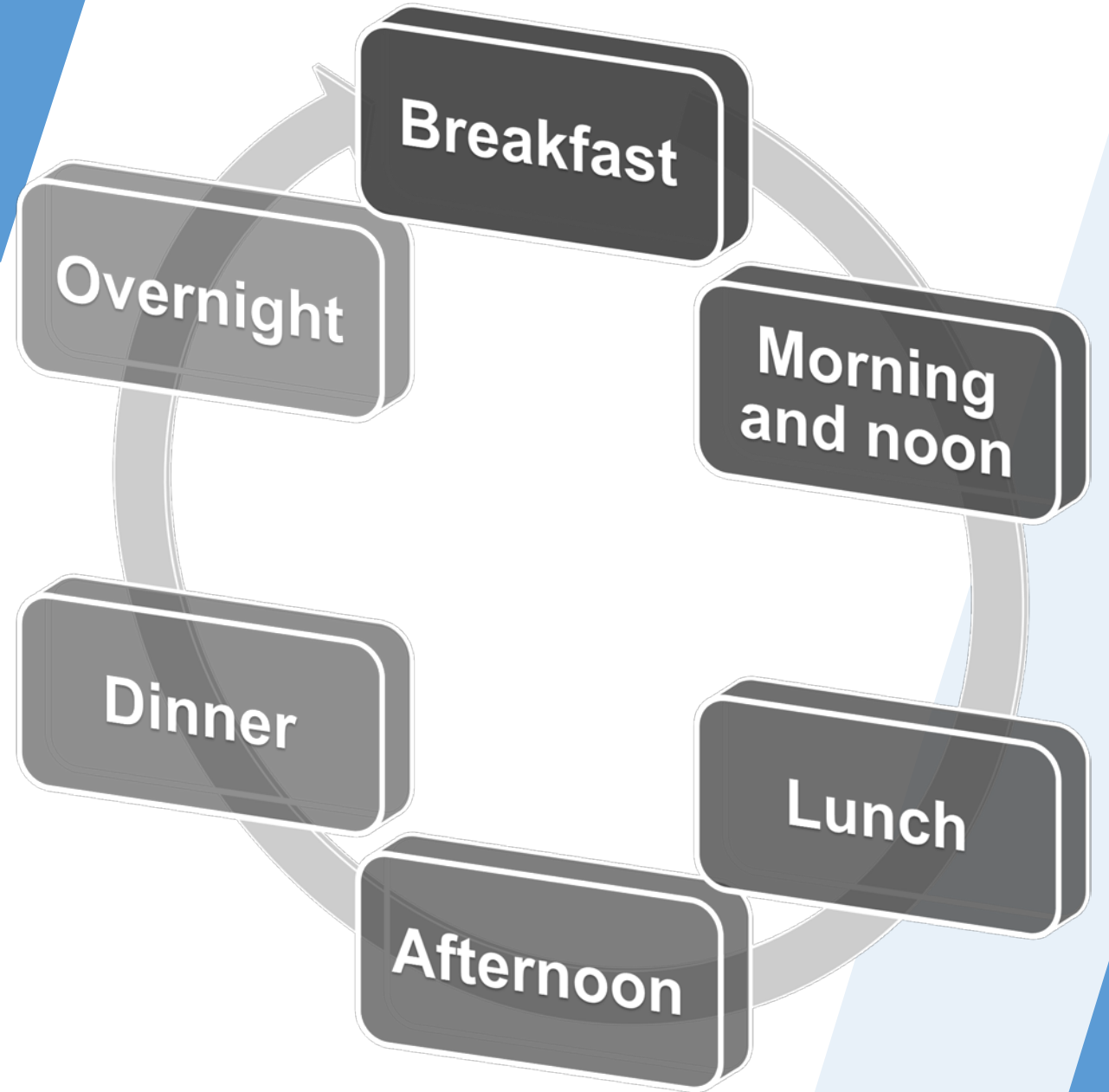


- Communicating is an integral segment of the animation.
- The animator is a mediator with whose help visitors easier start communication, participate in a fun or relaxing activity.



- The basic factor for successful animation is successful communication.
- Does the recipient understands it completely without the need of additional explanations?
- recipients are often a heterogeneous mass with different characteristics and understandings

Time blocks of an itinerary



Basics of animation

For the successful realization of an animation activity, the animator must have a previous knowledge of social psychology: what is the motivation in each of the participants of the group

- the activity itself,
- the attractiveness of the other members of the group,
- the possibility of the participants to demonstrate its abilities.



For successful animation of visitors, the animator must perform complex and dynamic tasks.

It involves personal integrity, soft skills, a basic general education and

specialization in certain activity.

quick assessment of the individual opportunities and needs of the involved tourists

There are subtle interpersonal relationships in smaller groups such as family or friends that make up the larger group of tourists. Activities should loosen these roles, but not to the extent that they violate some of the unwritten rules, so none of the participants may experience intense negative emotions.

Motivating tourists to engage in activities beyond their comfort zone

two types of motivation - internal, which comes from the values, interests, characteristics of the person and the image for them external motivation that comes from the rewards for the activities, the attention and reactions of other people.



Do not use empty sentences.

information structure where information is structured to respond to "5W" - WHO, WHAT, WHERE, WHEN, WHY (who, what, where, when and why). Such structured information would look like: the group (who) to come (what) in the back yard of the hotel (where) at 9 am (when) to go to hiking (why).

A person with a backpack is silhouetted against a sunset sky, standing on a grassy hill. The scene is framed by a large, light-colored triangle that points upwards. The sky is filled with soft, orange and pink clouds. The person is wearing a blue shirt and dark pants. A backpack is visible on their back. The overall mood is peaceful and contemplative.

Thank you

Insert your subtitle here