

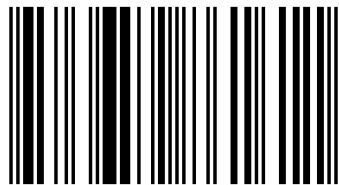
This book is organized in four parts. In the first part theoretical aspects of animation in tourism and principles of animation in tourism are explained. In the second part emphasis has been given to animation as an integral part of tourist offer. Here natural and anthropocentric values are explained. In the third part main feature is entrepreneurship of animation in tourism. In the last four part conclusions had been drawn.



Zlatko Jakovlev
Mimoza Searfimova
Cane Koteski

Zlatko Jakovlev , PhD was born on 02.01.1971 in Ohrid, R.Macedonia. BA MA and PhD degree he obtained from Faculty of Tourism and Hospitality in Ohrid, R.Macedonia. Since 2008 he works at University Goce Delcev-Stip, R.Macedonia, first as an assistant professor and than since 2013 as an associate professor.

Entrepreneurial and managerial aspects of animation in tourism



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Zlatko JAKOVLEV Mimoza SERAFIMOVA Cane KOTESKI

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