

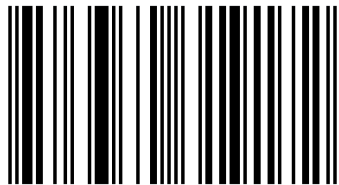
This book contains introductory part where it is explained the exact nature of animation, tourist demand , and the essence of communications and animation in tourism. In the second part emphasis was put on animation as an integral part of tourist offer.And the third part contains word about entrepreneurship animation in tourism.In conclusion this is a area of dynamic development that looks for a fast, recognizable changes that will keep their focus of interest on the domestic and foreign visitors. Seen from the aspect of innovativeness but and from the necessity of current following of the trend changes and tourist needs that diversify, dynamically different and require serious financial support, tourist institutions more than ever have need of entrepreneurial approach in conduct of business



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Animation and Tourism



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