

THE ROLE OF ANIMATION IN MODERN TOURISM

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Today, the most popular and exciting type of tourism is cultural, namely - animation (activities for the development and implementation of special programs for leisure, entertainment and sports leisure [5]). Animation plays one of the most important functions in tourism - entertainment [2]. The value of tour animation is to improve the quality, variety and attractiveness of the tourist product, increase the number of customers and demand for this service.

We can identify the following areas of animation in tourism:

1) creation of special museums and parks, organization of costume balls, shows, holidays and other events according to specific scenarios (specialized tour product). For example: Disneyland Theme Parks, Port Aventura Spanish Adventure Park, Santa-Park in Lapland, Skansen Museums (Stockholm, Sweden), Fortress Museums with knights' tournaments and ghost festivals in the UK and Slovakia, costume balls in Vienna, Venice, etc. In Ukraine, such examples are folklore festivals and ceremonies - "Maslyana", "Obzhynki", a series of New Year's holidays with carols and Christmas carols on the basis of the Museum of Folk Architecture and Life, "Cossack Fun" and tournaments on Khortytsia, in Kamyanets-Podilsky.

2) animation - revival of leisure programs of tourists in places of long rest - resort hotel complexes, tourist centers, tourist settlements and bases, on cruise ships, etc. Both of these areas involve unusual and diverse activities, direct involvement of tourists in the action, which requires leisure organizers of certain creative abilities to create special programs and scenarios, the ability to stimulate tourist interest, make him happy and active to participate in animation programs. The animation uses active recreation, which includes active sports games, swimming, running, skiing, aerobics, climbing, hiking, and passive - reading, fishing, [1]

It is worth noting that the same animation program can evoke positive emotions in some people and negative ones in others. Therefore, the process of creating an animation program depends on many factors:

- age of participants;
- level of education;
- sex;
- nationality;
- mood at the time of implementation of this program, etc. [3]

Hotel enterprises are looking for the latest methods to increase demand for their services, in particular to establish business contacts and ties with enterprises in the entertainment, recreation and sports industry, form animation services in their structure, implement projects to build their own sports and entertainment facilities (golf, tennis, swimming pools, water attractions, water parks, etc.). [2] Animation for children is also one of the important areas of animation in hotels.

People have always wanted to have fun, get positive emotions, distract from the "gray" monotonous routine and just relax. Primitive man painted rock paintings, made up interesting stories, and told them to other members of the tribe. In the Middle Ages began to celebrate folk festivals, looking forward to traveling actors, musicians, jugglers, magicians, clowns, giants and dwarfs - they were the bearers of the festive mood, a kind of animators. There is a desire to live despite the difficulties of life. Unfortunately, the execution of "witches and sorcerers" was also considered a spectacle. However, animation continued to develop actively, executions were replaced by trade fairs, bright carnivals and other fun activities. During the carnival, the participants became equal, there were no kings and slaves, everyone was just having fun and enjoy the atmosphere. The entertainment of the elite was hunting and tournaments, gambling. They also held knightly fights, various moving games, danced and sang. [2]

Most of the above forms of leisure are still used in everyday life, and carnivals, fairs and knights' tournaments have become an integral part of the modern tourism and entertainment industry. Thus, tourist animation is a very important part of the tourist enterprise, which allows to identify a high degree of professionalism in the implementation of the tourist product.

References:

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