

## TECHNOLOGY FOR CREATING ANIMATION PROGRAMS IN TOURISTIC CATERING ESTABLISHMENTS

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### Annotation

This article focuses on the importance of animated service types in dining areas. Recently, more and more tourist enterprises and catering establishments have begun to take care of providing such additional services as animation. This word quickly caught on in the circles of specialists in the tourist profile. Animators are called specialists in organizing leisure activities at tourist enterprises and catering establishments. By an animation program, we mean a plan united by a common goal or plan for conducting tourist, physical culture, cultural, educational and amateur classes.

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The global growth and development of tourism around the world has a great impact on the content and organization of professional tourism education.

According to experts, currently the inclusion of animation programs of cultural, educational, sports, tourist, entertainment nature in the content of tourist routes and trips, in the operation of hotels increases their prestige and demand in the market of tourist services. Having fun, a person or group of people satisfies their spiritual needs, evaluates their own personality, analyzes their role on the scale of various subsystems. The processes of entertainment are carried out both in a natural and artificially created environment.

Animation programs simultaneously with purely entertainment events include a variety of sports games, exercises and competitions. This combination makes these programs more intense, interesting and useful for strengthening and restoring health, therefore, in the relationship of tourist animation and sports, the greatest recovery and wellness effect is most often achieved. Real animation programs are most often complex in nature, and the listed types of animation are the constituent elements of these programs.

When organizing animation programs, it is necessary to take into account the features inherent in different age categories of vacationers at tourist sites. Young people are very active people, and the main thing for them is to spend their holidays as fun and interesting as possible. By this period of life, boys and girls become physically mature, their characters and worldviews are formed. The main activities of this period are study and productive work, which require a lot of effort. But there is no

energy at this age, so the leisure program for young people can include: evenings and discos, festivals and shows, auctions, fairs, sports contests, Olympiads and debates, theatrical performances, as well as various games.

Animation activities at a tourist enterprise should be carefully planned, regulated and organized both financially and methodically.

The technology of creating animation programs is understood as a set of methods of animator's work, the organization of this work, the use of special technical means (objects, structures, tools and devices). This is a complex and multifaceted process, since it solves the following tasks: the creation of animation programs, the economic calculation of the cost of each program, their implementation and, finally, the creative embodiment of programmed animation events with subsequent analysis. This technological process is an integral system in which all components interact.

The technology of creating and implementing animation programs for young people, as a system, consists of several interconnected subsystems. Let's consider each of them:

- Organizational – organization of joint activities of the animation team, economic, technical, advertising departments;
- Instructor-methodical – creation and development of scenarios of events, texts of excursions, selection of sports games and competitions, preparation of hiking routes with subsequent development of methodological recommendations based on generalization of experience;
- Director's – distribution of roles, preparation of rehearsal plans, staging of a play, a show;
- Technical – preparation of technical means (objects, structures, tools, etc.), platforms (stages) for animation events, props, decorations, lighting, musical accompaniment, etc.

The technological process of creating animation programs includes the following elements:

- object of activity - tourists served, population (groups and individuals);
- subject of activity – head, animation service specialist;
- The actual animation activity with all its components is the process of interaction of the subject on the object.

All elements of the functioning of the technological process are in the unity of interactions and form a single system. The main element of this system is the object of activity, people (tourists, guests, vacationers). Everything is designed to meet their spiritual and physical needs. Therefore, animation specialists need to know these needs, study the audience, moods, interests and requests of young people. Without the knowledge of people, it is difficult to count on achieving the desired result and on increasing the effectiveness of intellectual and emotional impact on the audience.

The success of the animation program largely depends on a properly organized advertising campaign. Advertising, as you know, is information about the consumer properties of goods and types of services in order to sell them and create demand for them. This is a tool with which the consumer is given information about the content, features, attractiveness of a particular program in order to interest him, encourage him to purchase the advertised goods and become a participant in the animation program.

The functions of animation programs are the organization and management of cultural, recreational and sports events, their further distribution among tourists. During the formation of the animation program, its organizers should answer the following questions:

1. For whom is the program being made, where is it determined:

- age and gender of future viewers (if this is a family hotel, what is its contingent, will children, older people, etc. watch our program);

- social status and professional employment (is our hotel a closed club for aristocrats and a select part of businessmen or is it a youth camp for students)
  - Nationality (peculiarities of cultures and traditions); · lifestyle of people vacationing at the hotel (classic, extreme, "domostroy", etc.);
  - health status (this is especially important in the development of sports and wellness programs);
2. What is the basis of the animation program (the main idea and goals of its achievement);
  3. How to build an animated event. As a rule, at the beginning of a new season, the chief of animators, with the assistance of the team, develops and approves an animation program for the entire season.

Garanin N.I. divides tourist animation into three main types according to the importance, priority and volume of animation programs in the general travel program (in the travel product):

*The first type.* Animated tourist routes are targeted tourist trips for the sake of one animation program, or a continuous animation process deployed in space in the form of travel, moving from one animation service (program) to another, which are provided in different geographical locations. Such an animation program is a target, priority and dominant in the package of services, not only in terms of physical volume, but also in terms of content that stimulates mental strength. Such animation programs include: cultural and educational and thematic, folklore and literary, musical and theatrical, scientific, festival, carnival and sports.

*The second type.* Additional animation services during technological breaks are programs designed to "support" the main tourist services stipulated in the package, and operating in circumstances caused by travel, delays in transit and in cases of bad weather (when organizing sports and amateur tours, at beach resorts), etc.

*The third type.* Hotel animation is a comprehensive recreational service based on personal human contacts of the tour operator with the tourist and joint participation in entertainment offered by the animation program of the tourist complex.

Tourist animation is a tourist service, in the provision of which a tourist is involved in an active action. When preparing animation programs, such features of tourists as gender, age, nationality, as well as the activity of tourists' participation are taken into account.

Animation programs simultaneously with purely entertainment events include a variety of sports games, exercises and competitions. This combination makes these programs more intense, interesting and useful for strengthening and restoring health, therefore, in the relationship of tourist animation and sports, the greatest recovery and wellness effect is most often achieved. Animation programs throughout the entire period of a tourist's stay at the hotel should provide him with complete satisfaction (a feeling of fulfillment of a wish, dream, and achievement of a travel goal).

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