

ARTICLE

ANIMATION SERVICES AS A FACTOR OF FULL TOURIST RECREATION

Olga V. Proshkina*, Oleg N. Kozheshkurt

Naberezhnye Chelny Institute, Kazan Federal University, 68/19 Mira Ave., Naberezhnye Chelny, RUSSIA

ABSTRACT

The article reveals the role of animation services as one of the most important factors stimulating a full-fledged tourist recreation. Movement and sport are essential for health, and therefore quality of life. Poor health is often the result of a sedentary lifestyle. The concept of "rest" for many Russians means passive pastime. The article argues that the promotion of an active and healthy lifestyle is of great importance not only in everyday life but on vacation. The article shows the influence of a specialist- animator on the formation of a new way of life and thinking of vacationers. The article focuses on the key position – the unity of animation and sport in achieving the main goal of tourism and rest – recreation and wellness. The main emphasis of the article is on the fact that the direct participation in animation gives a good psychological relaxation, but, in conjunction with sports exercises, this effect much increases. The article establishes that the greatest recovery effect is achieved by combining physical (motor) activity with positive emotions, that should be provided by animation service. The scientific novelty of the research consists in substantiation of the main provisions of the recreation policy based on animation activities, where animation services are the main activator of regenerative processes of human health. The proposed concept is of great social importance from the standpoint of the current economic situation, the state of tourism and health care in Russia. The article has a scientific-practical character and is intended for a wide circle of specialists in the field of tourism and hospitality, physical education and sport, psychology and health.

INTRODUCTION

KEY WORDS
animation, animation services, tourism, recreation, sport, physical activity, health.

The relevance of the research: Modern man spends more and more time in a sitting position, often in an uncomfortable and tense posture. IT-innovations also do not contribute to motor activity. Getting used to moving a little in everyday life, a person does not want to be active on vacation either. At the resort, for many Russians, the concept of "rest" means to a simple lying (on the beaches, in spa-salons) or a simple sitting (in bars, relaxation areas). A very small percentage of tourists participates in active games, takes jogging or does exercises. Meanwhile, just on vacation, promotion of active and healthy lifestyles could produce the greatest results.

The subject of the research: animation services in tourism and recreation.

The degree of knowledge of the problem: Various aspects of tourist recreation were considered in many works devoted to recreational activities in tourism, health care, sanatorium-resort sphere, etc. Usually tourist animation is referred to as an additional, leisure-related element of entertainment [1, 2]; [3], or as a way to promote tourist services, as a factor of competitive advantage of a hotel [4-6]. However, animation services as the main activator of recovery processes in human health is considered relatively rare.

The purpose of the research: to discover the role of animation services as one of the most important factors of stimulating full-fledged tourist recreation; to list the main methods and means of recreation used in animation activities.

The significance of the problem and the results obtained for the further development of theory and practice in this area of knowledge is that the use of research results in the field of health, tourism and recreation will contribute not only to improvement of the population's health, but also to the country's economic growth.

MATERIALS AND METHODS

The research methods are the method of analysis and synthesis, the method of comparison and generalization, analysis of literature, statistical and Internet data, observation, survey.

The methodological base of the research consists of the works of domestic and foreign scientists in the field of tourism and hospitality, health and sport.

The reliability of the results is based on a scientific and practical analysis of domestic and foreign works devoted to recreational activities in the sanatorium and resort sphere, healthcare, tourism, and on the research experience of the authors.

Further researches are related to the development of specific recovery and recreation instruments used in animation activities and tourism.

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***Corresponding Author**
Email:
ovproshkina.kpfu@mail.ru
Tel.: 8 (8552) 39-66-18

RESULTS AND DISCUSSION

Recreation (from Latin *recreatio* – “recovery”, “create”) is the process of restoring the psychophysical balance of the human body, including recreational activities for the emotional and psychological state, health and working ability of a person. Many authors believe that recreational activities are activities that create a healing, regenerating effect, that is, constructive, positive, aimed at the development and improvement of human [7-9]. Recreation is a necessary condition for full human life, a means of compensation voltage, recuperation, health, energy, all-round development of the human spiritual world, and as well as a condition for the continuation of social production and for improving the economic well-being of society.

Recovery of strength and health is a long and complex process. Modern medicine has many restorative procedures, but the main is prevention, not treatment. For example, climatic and infrastructural conditions of the resorts provide a variety of services that give recreational effect [10]. A wide range of recovery procedures necessarily include sports and physical activity.

Recreation, as an important aim of tourism and leisure, has led to the emergence of animation services.

The purpose of the animation services is to create bright impressions of the guests as a result of their personal participation in sports, recreational programs, cultural and entertainment events. Animation also allows you to satisfy the needs not only in movement, but also in communication, creativity and leisure [11].

A range of recovery tools is very wide, depending on the needs and characteristics of each individual. From an animation point of view, there are the following recreational methods [12]:

- movement (sport and physical activity);
- experiencing (novelty of feelings, overcoming anything, participation in a contest or competition);
- communication (new people);
- sedation (usually in contact with nature);
- entertainment (theatrical performances and shows);
- creativity (spiritual development and creative work).

Most often these methods are used in combination, which provides a general, systemic restorative and healing effect.

The sports and fitness animation activities include: morning gymnastics in the hotel or on the beach; all kinds of active games; fitness with special equipment; water aerobics and water games. Among the most popular hotel events are charging, stretching, Pilates, aerobics, step, archery, field hockey, cricket, bocce, miniature golf, tennis, billiards, bowling, dancing, water polo, water contests, and many others. Besides hotel fitness there are boat trips, jeep safari, rafting. Swimming, aqua fitness, thalassotherapy (from gr. “sea” + “treatment”) are among the most effective means of healing. They are shown without restrictions to almost all healthy people of any age.

Sports and recreational activities are of great importance for the recovery and improvement of human adaptation forces, both physical and mental. Physical inactivity, or hypodynamy, negatively affects the cardiovascular system and metabolism, it provokes obesity and atherosclerosis. Progressive hypodynamia reduces strength and endurance, leads to the breakdown of the nervous system, vascular dystonia, depression.

Understanding the importance of a healthy lifestyle should be implemented into the consciousness of people gradually, and a huge role plays here the image (and appearance) of the promoter. The animator must meet certain requirements: to be healthy, active, athletic, able to organize and direct motor activity, to develop and implement animated venture, to think creatively and outside the box, to simulate the technological process of the tourist and entertainment activities, manage group work, etc. [13]. He must not only love sports and the movement himself [14], but also be able to lead others, be a psychologist.

Resort, recreation, traveling help people to perceive actively everything new. They readily agree to change their lives more often, they make plans more often, and plan to act. Therefore, the main goal of the animation service should be to direct the recreation into the mainstream of active movement, physical actions. Involving people on vacation in sports activities, their introduction to physical education, games, movement are in itself a step towards recovery.

In addition, sports events with elements of animation programs (fun run, obstacle course, tourist route and others) are based not only on speed, skills and abilities of the participants, but also on important humanistic values – team cohesion, friendship, mutual assistance and responsibility, activity, creativity. Animation implements these features with a focus on health promotion, removing the everyday stresses, the development of social (communication) skills, physical development human. The stronger the community of sports and animation, the more benefits.

Mass activities – games, competitions, festivals, contests – play an important role in the formation and popularization the ideas of healthy lifestyle. They need to attract as much as possible not only the direct participants, but also the spectators. And though many vacationers, as a rule, are far from the sport, bringing them to be active, sports, exercise in itself are the first step towards recovery and helps to stimulate vitality.

Sports and movement as a part of the recreation policy are of great importance for the recovery and improvement of the adaptation of human forces, both physical and mental. They allow to save human from physical inactivity, nervous disorders and depression.

Sanatorium and resort conditions allow to provide all kinds of services for recreational (recovery) effect. However, without the understanding of the vacationers themselves the need to make efforts to improve their health and physical form, all these conditions remain only temporary support of the body.

Health and strength of a nation depend not only on medicine and nutrition, physical education classes in schools or fitness clubs. This is a lifestyle, a complete model, the implementation of which is impossible without the desire of the person.

The value of animation activities is very large for recreation (recovery process). Even a simple theatrical evening program (or a concert) gives positive emotions, but, compared with personal participation in the same program, or in an active team game, or in a sports competition, passive viewing gives much less emotional and physical relax.

If a tourist becomes a direct participant in both sports and leisure activities, this positive message gives a huge psychological detente, and together with sports exercises the effect is multiplied.

Animation service specialist should not only love sports and active games himself, but also to conduct extensive educational work, bringing the idea to each guest: if you are not a passive observer, but an active participant (of games, competitions, contests), psychological and emotional detente increases, and, together with physical movement, gives a powerful impetus to the recreational (recovery) effect.

CONCLUSIONS

1. Health is an integral part of the quality of life. Health recovery often proceeds in resort conditions. The recreation quality ensuring depends on the level of professionalism of the tourist industry.
2. Recreation (recovery) is a necessary condition for proper rest and health. Physical activity plays a huge role in the recreational process.
3. Animation service in tourism is a means of stimulating full-fledged recreation. The sphere of responsibility of the specialist-animator includes the organization of sports and leisure activities, the well-being and comfort of tourists, their mood and enthusiasm, their impulse for movement and activity.
4. The direct participation of the tourist in the animation events gives a huge psychological relief, and together with the sports exercises the effect is multiplied. The greatest recovery effect is achieved by combining physical (motor) activity with positive emotions that should be provided by animation service specialists.
5. Animation and sport are closely linked. The greatest recreational effect manifests itself only in unity of the animation and sport. The closer the community of sports and animation, the more benefit. Promotion of this idea, promotion of healthy and active lifestyles, stimulation of independent physical exercises – are the part of the job of animator.
6. An animated accompaniment of various sports games improves not only the body but also the spirit. Sport and group animation activities form an important universal values, such as solidarity, friendship, mutual help, commitment, perseverance, activity, creativity, etc.

Thus, the animation services are not only a major factor in tourism and recreation, but also the foundation of a strong, healthy and successful country.

CONFLICT OF INTEREST

There is no conflict of interest.

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