

Таким образом, комплексный анализ затрат на оплату труда способствует формированию качественно новой информационной базы, необходимой для эффективного управления затратами на оплату труда работников.

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## THE ROLE OF ANIMATOR TO THE DEVELOPMENT OF TOURISM ANIMATION ACTIVITIES

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**Abstract:** *for successful animation of visitors, animators must perform very complex, demanding, and dynamic tasks. Professional performance of tasks implies the need for an animator to be a complete person. This means that he/she not only must have a sound education, but also have to be specialized for certain activities. There are different types of animators so that their diversity mirrors the success of the hotel. Animators must have certain basic physical and psychological characteristics. So, despite the knowledge and experience, animators must have inherent characteristics such as talent, humor, to be friendliness, and so on.*

**Keywords:** *animator, tourism, recreation, characteristics, tourists, hotels, accommodations, tour-operators.*

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Animator is an animator specialist, who with his/her overall attributes must meet every single required standard and jobs. His/her movement starts with the primary contact with guests, endures all through the animator remain until their flight, which incorporates sending and guarantee that the following gathering will endeavor to meet the entirety of their inclinations, inclinations, and wants. Thus, he/she is needed to have a particular character characteristic and actual perseverance. Thus, animators need to satisfy certain jobs which may deliver them to be finished individuals and to have all that is in the capacity of improving the substance of animator remain.

Animators must be mentally and truly sound, which implies that there must be an individual with no psychological and actual handicaps. By their outer actual appearance, it must be at a more elevated level, i.e., they should meet tough rules. His/her appearance might be one of the significant measures as far as its last decision.

He/she performs exceptionally unpredictable, various, and unpretentious assignments. For this reason, the mental and actual attributes should be considered for choice of artists. In that undertone, as indicated by Butler (1968), the main mental and actual highlights of the artist include:

- (1) Personal and expert genuineness;
- (2) Sense of humor;
- (3) Sense of offering types of assistance;
- (4) Understanding of vivifying as craftsmanship;
- (5) Intelligence and sound judgment;
- (6) Good psychophysical wellbeing;
- (7) Energy and excitement;
- (8) The capacity for the association.

Cerovic (1999) likewise featured various such highlights:

- Pleasing appearance: Because an animator's action is identified with the emotional judgment of the individuals from the gathering, his/her outward appearance should be adjusted to the gathering;

- Optimal time of life: Age of animators is explicitly decided and should be as per the necessities of the gathering. They should be moderately youthful and experienced;

- A stand: Given that vitalizing is a powerful calling, perpetual change won't influence the correct circumstances and snappy dynamic when there is a contention in correspondence with the gathering;

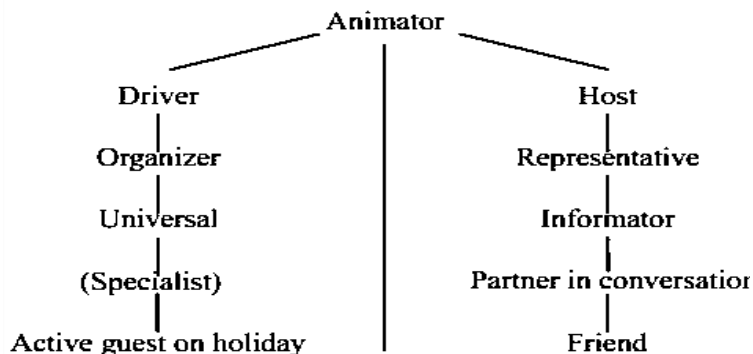
- Interest and commitment: Animators should be adaptable, in light of the fact that they are changed by the state of mind and disposition of the gathering, and they should be intrigued to be engaged with adjusting to the gathering;

- Honesty: With their relational correspondence with the gathering, they ought to have a serious level of genuineness and never need to bargain the trust that has acquired the gathering their verbal or non-verbal activities;

- Professionalism: comparable to individuals from the gathering, an animator should show a significant level of mastery and information. This is the main path for an artist to increase incredible position;

- Natural ability: Given the way that liveliness is a perplexing and explicit action, here innovativeness goes to the front. Principally through relational correspondence, animators need to spread a sentiment of peacefulness, mind-set, and adjusted humor;

In this specific situation, Kripendorf (1986) thought about that movement should be controlled by taught artists with exceptional individual qualities and with the best academic training. Such liveliness today is as yet uncommon, yet is frequently confounded and marketed.



*Fig. 1. Schematic representation of the roles of animators. Source: Finger and Benoit (1988)*

The fundamental highlights of the jobs set out in the plan under Cerovic (1999) are:

- (1) Colleague: Animator to guests should be set as an associate, yet not in the expert sense, since they will be partaking in similar exercises during the traveler remain. We can

say that achievement is the illustrator who to the visitors will be set as a partner and aid movement programs;

(2) Driver: Group, illustrators, and profound guide of their exercises. This job is especially huge for those guests who are more hard to adjust to the new climate. Artists perform with all their insight, aptitudes, adroitness, and innovativeness and rouse visitors to remain dynamic;

(3) Organizer: In request to effectively acknowledge movement programs, illustrators should be fruitful coordinators, since guests consider it to be associate, advocate, or more all character which they can depend;

(4) Universal: Animators not just need to know all the substance of the movement, however ought to likewise have more extensive schooling and general culture. It really implies that he/she will have the option to deal with in any circumstance including even outrageous cases;

(5) Specialist: Despite its all-inclusiveness, he/she should be a restricted authority for a particular movement action;

(6) Active visitor on vacation: First of every one of the, an artist is a vacationer laborer who energizes and sorts out movement exercises. He/she should be a functioning individual from the gathering. In the event that an illustrator carries on as a functioning visitor on vacation, every individual from the gathering will see him/her as their partner;

(7) Host: Animator is an agent of the inn, the spot, and the nation overall. In each circumstance, he/she should clarify that he/she was pleased to have a place with the network that he/she speaks to;

(8) Representative: This function of the illustrator doesn't give him/her any extraordinary force, however implies that it secures the interests of the lodging, resort, and even the nation in general;

(9) Informatory: Animator is the transporter of data to guests. Visitors as a gathering or individual are generally intrigued about their stay in the nation, populace, its way of life, and customs. Thus, artists need to have a wide scope of information and data and should opportune advice the subjects who show an interest in some data about the unfamiliar nation;

Today, the animation activities make the largest investment in all branches of tourism. To my point of view, if the animator combines the above, it will contribute to the development of tourism in the country or any region.

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