

## The Importance of Animation Programs in Touristic Catering Establishments

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### ABSTRACT

*This article focuses on the importance of animated service types in dining areas. Because nowadays, the use of animator services for locals and tourists in catering establishments is a reason for them to relax and attract more customers in the future. Given the increase in customers, this will definitely benefit restaurants. The article also provides information about various animation programs for restaurants and discusses their benefits. The organization of meals (lunch or dinner) using animated programs, especially in tourist restaurants, also makes a positive impression on guests.*

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### INTRODUCTION

Animators must do extremely complicated, demanding, and dynamic duties in order to successfully entertain visitors. An animator must be a whole person in order to accomplish duties professionally. This means that he or she must not only have a good education, but also be skilled in specific activities. Animators come in a variety of shapes and sizes, reflecting the hotel's prosperity. Certain physical and psychological attributes are required of animators. Animators must have natural attributes such as talent, humor, friendliness, and so on, notwithstanding their knowledge and experience. A successful animator must have a sense of humor as well as the ability to cooperate with others. Many hotels require animators to entertain visitors and make their stay a memorable resort experience, which will encourage visitors to return. Animator is one of the most important aspects of tourism success. Today, the entire tourism industry is centered on tourist attraction. The goal of this article is to demonstrate how an animator may enhance the content of a tourist stay. Animators must possess particular traits in order to successfully deliver animation to tourists, which will be examined in this study [1].

### LITERATURE REVIEW

Rokicka-Hebel, M., Ziolkowska, J., & Patyna, A. (2016) informs that the capacity to engage in contact and communicate with others, as well as the ability to manage the visitors' free time in a way that fully meets their demands, are just a few of the many attributes of an animator. Working in free time animation might be a part-time profession, but it is a year-round occupation in areas with a long tourist season. The greatest animators have a strong possibility of landing exciting job opportunities in high-end hotels. Encourage tourists to participate in activities is critical for a true and good leisure time animation candidate. This characteristic is characterized by optimism, enthusiasm, and innovation. Leisure time animators are in charge of ensuring that tourists have a memorable vacation [2,3].

S. Kylymystyi (2007), based on foreign and domestic experience with the organization of tourist

animation programs, notes that "... their formation comes in two basic ways: 1) by incorporating elements of global leisure culture, which has evolved over thousands of years, into the creation of animation programs; 2) by implementing new modern forms of work in the sphere of animation activity, which emerge as a result of socio-economic factors, scientific and technological progress, and shifting value orientations of individuals and societies as a whole [4,5].

Chernysh, I., & Makhovka, V. (2020) complains that both practitioners of socio-cultural activities and scientists from diverse disciplines of science are interested in animation as a socio-cultural phenomenon and a sort of activity: recreationalists, sociologists, teachers, culturologists, and psychologists. The appeal of this phenomenon can be explained by the innovative content that is objectively inherent in animation, as well as a wide range of technological qualities and approaches, as well as the numerous opportunities to use and implement animation in various spheres of socio-cultural activity, including tourism. Today, a new approach to tourism activity animation is gaining traction throughout the world as a viable alternative to hotels and tourist complexes with equal levels of service and interior design. In today's world, animation is one technique to develop competitive advantages [6].

## METHODOLOGY

Aside from the psychological and physical attributes required for successful animation program implementation, animators must have expert knowledge and everything necessary for individual and group success. In particular, some visitors struggle to adapt to new and unfamiliar surroundings. The animator has the most crucial function in dealing with these difficulties in tourism. To meet the animator's complex criteria, he or she must have an emotionally and socially built personality, good character qualities, and be professionally qualified to deliver animation programs.

## RESULTS AND DISCUSSIONS

The following are the basic characteristics of the animators defined by Cerovic (1999):

**Colleague:** The visitor's animator should be treated as a colleague, but not in the professional sense, because they will be doing the same activities during their stay. We may state that the animator who is set up as a colleague by the visitors and assists in animation programs is a success.

Group leaders, animators, and spiritual advisors for their activities. This is especially important for travelers who find it difficult to adjust to their new surroundings. Animators use all of their knowledge, abilities, dexterity, and imagination to entertain guests and encourage them to be active.

Animators must be excellent organizers in order to successfully accomplish animation programs, because visitors regard them as a colleague, adviser, and, above all, a personality on whom they can trust;

**Universal:** Animators need not only be familiar with the animation's theme, but also with general education and culture. It actually indicates that he or she will be capable to handling any scenario, even the most extreme;

He/she should be a narrow specialist for a certain animation activity, despite its universality.

**On vacation, be active:** An animator, first and foremost, is a tourist worker who promotes and arranges animation events. He or she should be an active participant in the group. If an animator behaves like a vacationing guest, each member of the group benefits.

**Host:** The animator represents the hotel, the location, and the entire country. He/she should make it evident in every occasion that he/she is proud to be a member of the community that he/she represents;

**Representative:** While the animator's role does not confer any unique powers, it does imply that he or she represents the hotel, resort, and even the country as a whole.

**Informator:** The animator is the information carrier for visitors. Guests, whether in a group or individually, are usually interested in the country's population, culture, and customs throughout their stay. As a result, animators must possess a broad variety of expertise and information, and they must promptly inform subjects who express an interest in learning more about the subject.

**Conversation partner:** It is well recognized that interpersonal communication is at the heart of

animation. It's actually a dialogue between two or more people. Visitors acquire varied facts in their domain of interest and ask a variety of queries during the animation process through dialogue. Animators will steer guests in the route that best utilizes the benefits that make a tourism location possible through dialogue.

**Friend:** The success of the animation is unavoidable if animators and members of the group build a professional, but also friendly, relationship. However, it is important to highlight that friendship should never go beyond its regular bounds, as this would damage their duties and places in animating [1,7].

Types of animation programs in restaurants for tourists:

- a) children's animation
- b) animation for adults

Typically, restaurants and cafes offer three sorts of children's animation programs:

- Birthdays, New Year's Eve, the conclusion of the school year, and other traditional children's holidays
- Holidays with a thematic focus for children and teenagers aged 5 to 13 - pirate themes, military - patriotic activities, etc. Exit programs in educational institutions' areas.
- Holidays on the grounds of kindergartens and schools with a concert, as well as the staging of amateur performances by youngsters. This style of holiday is geared toward a specific target of youngsters and their parents.
- There are two sorts of adult animation programs in restaurants:
- Thematic event programs are held on national holidays (New Year's Day, February 23 - Defender of the Fatherland Day, March 8), marriages, birthdays, and other special occasions.
- On numerous occasions, corporate events are conducted for a company's employees.

It should be mentioned that adult animation programs in cafes are not very widespread, as they are not in high demand owing to the nature of the activity, as well as the objective reason for the lack of a culture of putting on serious animation programs in fast food establishments. Restaurants are the focus of their implementation. Because of the nature of the activity and the lack of a tradition of organizing animation programs at public catering places, adult animation programs are not in high demand. Working to create demand in this approach is now considered inefficient by the majority of companies. On a serious level, it is ludicrous to discuss conducting animation programs for adults in small cafes [8].

A typical plan of animation programs for children includes several scenarios for different age groups.

### ***1. Holidays for children from 5 to 8 years old:***

- a performance-based game,
- a performance-based joke,
- A costumed performance in which the children actually act as participants in the performance,
- An interactive performance with active participation of children,
- A performance based on Russian or foreign fairy tales,

### ***2. Thematic holidays for children from 8 to 14 years old:***

- Pirate holiday, "The Little Mermaid", "Neptune's Day" - include various water attractions on the subject of the program, as well as the participation of costumed artists;
- Indian holiday;
- Animation programs on themes from popular cartoons;
- "Knights and Thieves", "The Princess and the Dragon" - include the participation of children in play performances on special scenery, stylized as medieval castles;
- Animated fantasy programs about elves, gnomes, etc.;

- Animation programs on themes from fairy tales about Cinderella, the Little Mermaid, Snow White, the scarlet flower, etc. [8].

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