

СЕКЦІЯ II. ПІДПРИЄМНИЦТВО, ТОРГІВЛЯ ТА СФЕРА ОБСЛУГОВУВАННЯ

TO THE QUESTION OF ANIMATION ACTIVITIES AS A COMPONENT OF THE SPHERE OF RECREATIONAL SERVICES

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Human animation activity is primarily associated with recreation. The concept of «recreation» is defined as an expanded reproduction of the physical, intellectual and emotional forces of a person.

Velichko V.V. characterizes recreation as «the restoration and development of a person's physical and spiritual forces in the form of recreation, including tourism», and recreational service as any activity provided to a client in specialized territories outside his permanent residence in his spare time, which contributes to recovery his physical and psychological strength, satisfaction of sports, health, cognitive interests, etc [1].

Satisfaction of recreational needs depends on the possibilities for the production of recreational services, due to a number of factors:

- natural and cultural resources that attract tourists and are the basis of any recreational service;
- equipment (accommodation facilities, meals for recreants, sports facilities, recreation facilities, etc.);
- accessibility, depending on the development of the transport network, the condition of roads, the remoteness of the recreational center from large settlements.

Exploring the importance of the organization of animation activities as a component of recreational services, first of all, it is necessary to define the very concept of «animation» and «animation activity».

For the first time, the term «animation» appeared at the beginning of the 20th century in France and was interpreted as an independently directed psychological and pedagogical activity in the field of cultural leisure, as an action aimed at giving life, breathing life [2]. During this period, various complementary definitions of this concept are formed: Zh.R. Dumasedier sees animation as «the conscious, intentional, organized and planned acculturation of the human being with the aim of actively socio-culturally influencing people in order to optimally adapt to technical and social changes in society through the creation of conditions for cultural attraction».

R. Laburi believes that animation is based on the individual's own activity in the field of leisure, and the animator is a bearer of culture with certain internal qualities that make him significant for others, a factor in their personal development [1, 2].

In the 90s of the XX century, the following definitions of this concept were proposed: E.B. Mambekov came to the conclusion that “animation is a part of the cultural and educational system of society, represented by a set of elements that are in constant mutually enriching relationships that characterize this system and are implemented through a set of classes, activities and relationships in which animators, professional or voluntary, with special training and using the methods of active pedagogy.

H.M. Priezzheva defines animation as «stimulating the vitality of a person through involvement in active actions». T.I. Galperina notes: «animation is a special component of the system of cultural and leisure activities, the essence of which is to involve vacationers in active forms of cultural leisure» [1, 2].

L.V. Kurilo, studying the theory and practice of animation, offers the following definition of it: «animation is the stimulation of a full-fledged recreational socio-cultural permissive activity of a person by influencing his vitality» [2].

Animation is also considered as an activity for the development and presentation of special programs for spending free time.

Consequently, the essence of animation as a component of recreational services is as follows: carried out in free time; is distinguished by freedom of choice, voluntariness, activity and initiative of both one person and different social groups; due to national-ethnic and regional characteristics and traditions; characterized by a variety of species based on the different interests of children, youth and adults; is distinguished by a deep personality and is of a humanistic, culturological, health-improving and educational character [2, p. 20].

The foregoing allows us to conclude that the analysis of the concept of «animation» allows, on the one hand, to determine its developmental, health-improving, cultural nature, and on the other hand, the spiritual aspect of the relationship between the subjects of the process through special methods of communication, dialogue filled with real sympathy, empathy and assistance.

Animation activity is a multidimensional, multifaceted interaction of a teacher and pupils (organizer and recreants) in the permissive sphere, through which relaxation and health, cultural, educational, creative, spiritual and moral needs are satisfied and developed, the qualities of a socially active personality capable of transforming are formed. surrounding reality and oneself in it; it is a complex system, the structure (organization) of which is a process taking place in a certain area of a continuous cultural and creative environment [2].

Therefore, the organization of animation activities is one of the effective ways to develop the creativity of the individual, its development and education through participation in animation programs of various directions (sports games and competitions, dance evenings, carnivals, games, hobbies, classes), which are components of the sphere of recreational services.

References:

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