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## VISITORS ANIMATION PROGRAMMING IN THE EASTERN REGION OF THE REPUBLIC OF MACEDONIA

### ABSTRACT

Two errors occur in terms of programming of animation. The former is planning more content than the existing staff for successful implementation of animation, and the latter is programming by using the criterion of full utilization of staff, rather than by the criterion of adequacy of programs against the possibilities of space and visitors. The number and specialization of the required staff (animators) depends on the areas in which the programs are implemented, the scope of the planned programs, the mutual distance of objects in which that same animator acts and similar.

**Key words:** tourism offer, animation in tourism, programming of the animation content, international tourism market, Eastern Region of Republic of Macedonia

### INTRODUCTION

The animation in tourism is an integral part of the tourism offer. It enriches the tourism offer with different contents and encourages tourists to stay active. All efforts to increase tourist movements and expand the economic benefits from tourism, will be just as effective as if it is based on the needs, preferences and desires of tourists. No, we could not point out the expression of one of the biggest scientist in the world in the field of tourism Walter Hunziker: "In its nature, tourism is only secondary from economical point of view. Human is right center".

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