**“Animator roles in enriching the content of tourist stay”**

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**Abstract**

For successful animation for visitors, animator must perform very complex, demanding and dynamic tasks. Professional performance of tasks implies the need animators to be a complete person. This means that he must have a sound education, but also 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, humour, to be friendliness and so on. Sense of humour and ability to work with people is one of the important characteristics of a successful animator. Many hotels need animators who can entertain tourists and make their stay memorable resort experience, which will be a reason for return of tourists. One of the key factors for tourism success are animators. Today whole tourism sector is based on animation of the tourists.

**Keyword:** animator, tourism, recreation, characteristics, tourists, hotels

**Introduciton**

Animator is a tourist worker, who with their general characteristics must meet all required criteria and roles. His activity begins with the first contact with visitors, lasts for all throughout the tourist stay until their departure, which includes sending and promise that the next meeting will strive to meet all of their interests, preferences and desires. Because it is required he to have a specific character traits, and physical stamina. So, animators have to fulfil certain roles which might render it to be a complete person and to have everything that is in the function of enriching the content of tourist stay.

**1. Psychophysical characteristics of the animator**

Animators must be psychologically and physically healthy, which means that there must be a person without any mental and physical disabilities. By their external physical appearance, it must be on a higher level, i.e they must meet stringent criteria. His appearance may be one of the important criteria in terms of its final choice. He performs highly complex, diverse and subtle tasks. For this purpose, for his election should take due account of its psychological and physical characteristics. In that connotation Butler between significant psychological and physical characteristics of the animators include:

- Personal and professional honesty;

- Sense of humor;

- Sense of providing services;

- Understanding of animating as art;

- Intelligence and common sense;

- Good psycho-physical health;

- Energy and enthusiasm;

- The ability for the organization.

PhD. Zdenko Cerovic also highlights a number of such features:

- Pleasing appearance - because the animators activity is related to the subjective judgment of the members of the group, his outward appearance should be adapted to the group;

- Optimal age of life - age of animators specifically determined and should be in accordance with the requirements of the group. It should be relatively young, with experience;

- A stand - given that animating is a dynamic profession, permanent change will not affect the proper situations and quick decision making when they occur certain conflict situations communicating with the group;

- Interest and engagement - Animators should be flexible, because they are changed according to the mood and attitude of the group, which is interested and involved to adapt;

- Honesty - with their interpersonal communication with the group should possess a high degree of honesty and never have to compromise the trust that has earned the group their verbal or nonverbal actions;

- Professionalism - in relation to members of the group should manifest a high level of expertise and knowledge. The only way he will gain great authority;

- Natural talent - given the fact that the animation is complex and specific activity, here the creativity comes to the fore. Primarily through Interpersonal communication animators have to spread a feeling of serenity, mood and balanced humor;

- Caution - because the animators work with a group that is heterogeneous, it should give the impression that he is an important prestige and personal ambition, but to every member should be especially careful, ready at any time to help him to solve his dilemma and fear and to satisfy his desires;

- Inclination towards art - animator should have a developed aesthetic sense of what is beautiful and appropriate and adequate way to convey the visitors;

- Confidentiality - must have faith in people and starts from the assumption that all people have the goodwill and positive intentions. In no case should show that questioning their human values;

- A positive direction - he should be a person who is oriented towards the good of the group members and care to achieve their personal positive experiences;

- Intelligence - it will help make it easier and faster to communicate with the group, because they can be worn successfully in all conflict situations, be rational in decision making, realistic and always cheerful;

- Good psycho-physical health - animator should be psychologically and physically healthy, because animation is a laborious and responsible activity and

- Vigor and enthusiasm - in the environment, by their actions, verbal and non-verbal contacts must act forcefully, confidently, with a high degree of enthusiasm and desire to achieve success.

These characteristics lead to the conclusion that the animator requires a wide range psychological and psychophysical features developed sense of hearing, sight and smell. It should be added and psychomotor properties, i.e art movement (coordination and grace), rapid response, running, which must be high, which comes to the conclusion that his health must not be violated. All these psychophysical characteristics should be targeted to meet the needs of visitors, because the animator must create a warm atmosphere filled with "serenity and mood."

Due to the above animators require the following important aspects of the scope of communicability:

- Easy verbal expression, it actually means that the animator should have a solid excuse with clear and correct emphasis. Those individuals who have certain disadvantages in terms of speech expression, some hearing damage, i.e who incorrectly pronounce certain consonants or vowels, in no way have to deal with this profession;

- Emotional resilience, which involves a high degree of self-control which should manifest animators in a number of different conflict situations;

- Tact, a feature that is supposed to possess animators especially to those visitors in the group requiring special attention, and to them should be more careful;

- Ability for remembering means to observe not only the major events, events but also the small details that animation process will be of great benefit;

- Ability skilfully to communicate, which feature many believe is the primary means of animators. The success of the animation depends on the communicability which reflects certain skills, habits, knowledge, personality traits and other psychological and physical characteristics. In this context, the animator must constantly be improved, because communication is the result of all the knowledge, skills and capabilities which he owns and which are manifested in the ability to clear speech, appearance, and other forms of communication.

In fact, it comes to verbal communication, which is very important because an animator is in constant and direct contact with visitors. The purpose of verbal communication is to act, assures recruit, which is especially important in animation because as previously pointed Interpersonal communication is the essence of animation. Animators must pay great attention to the verbal expression, which is achieved by constant practice. Except the way of excuse, he should raise his skill for speaking. Need to recognize and respect different cultures and areas where they come from visitors, which means that this form of communication should be improved to the highest level of professionalism. In this context it may be pointed out that Cicero as a result of perseverance and plenty of exercise by a man with a speech impediment became a backbone.

Animator is necessary to perfecting and non - verbal communication. The successful realization animation programs, animators use non-verbal cues such as body movement, tone, mimics, gestures, facial expressions that include smile. In this connotation of a prominent hotelier said: "The good thing of the hotel is important to determine the location and warm atmosphere in the hotel it is important to smile." Important role in non-verbal communication has a style of dress animator and his outward appearance, i.e appearance face, hair, hands, and more.

**2. Roles that should meet the animator in relation with the visitors**

Besides the psychological and physical characteristics for successful implementation to animation programs, animators must possess expert knowledge and everything in order for successful accession of the individual and the group as a whole. Namely, in a new and unfamiliar environment often some visitors are badly adapt. In order to address these situations in tourism, the most important role has the animator. To meet the complex requirements that are required of him, he should be emotionally and socially constructed personality, to have positive character traits and to be professionally trained to deliver programs of animation. In this context, Joost Kripendorf considered that animation should be run by educated animators with special personal characteristics and with the best pedagogical education. Such animation today is still rare, but often is misinterpreted and commercialize. Animators for successfully organize and realized animation programs must meet certain roles in terms of visitors, because he knows the various aspects of the tourism offer:

Figure 1.Schematic representation of the roles of animators

\* Source: C. Finger - Benoit – Lectures on training animators , Rabac, 1988th

The basic features of the roles set out in the scheme under PhD. Zdenko Cerovic:

- Colleague

Animator to visitors should be set as a colleague, but not in the professional sense, but because they will be participating in the same activities during the tourist stay. We can say that success is the animator who to the guests will be set as a colleague and assist in animation programs.

- Driver

Group, animators and spiritual adviser of their activities. This role is particularly significant for those visitors who are more difficult to adapt to the new environment. Animator performs with all their knowledge, skills, dexterity and creativity and motivate guests stay active.

- Organizer

In order to successfully realization animation programs, animators need to be successful organizer, because visitors see it as colleague, counsellor and above all personality which they can rely.

- Universal

Animators need to know all the contents of the animation, but also should have a wider education and general culture. It actually means that he will be able to handle in any situation including even extreme cases.

- Specialist

Despite its universality, he should be a narrow specialist for a specific Animation activity.

- Ongoing guest holidays

First of all, animators tourism worker who encourages and organize animation activity. He has been an active member of the group. If so far, each group member will perceive as their counterpart.

- Host

Animator is a representative of the hotel, the place and the country as a whole. In every situation, he should made it clear he was proud to belong to the community that represents.

- Representative

This role of the animator does not give him any special powers, but means that it protects the interests of the hotel, resort, and even the country as a whole.

- Newsletter

Animator is the carrier of information to visitors. Namely, stay as a group or individual interested in their country of residence, population, its culture, customs and the like. Because animators need to dispose of a wide range of knowledge and information and will promptly inform the subjects who show interest.

- Partner in conversation

It is known that Interpersonal Communication is the essence of animation. It is actually a conversation between two or more persons. Through dialogue visitors get ranovidni information in their domain of interest and ask a number of questions in the process of animation. Through conversation animators will instruct guests in the direction that better exploit the benefits which allows tourist destination.

- Friend

If you establish a professional, but at the same time friendly relationship between animators and members of the group, the success of the animation is inevitable. But here it should be noted that friendship should in no case exceed the normal limits that would distort their roles and place in animating.

**3. Professional profile of Animator**

Starting from the fact that the animation is a very complex activity, logically raises the question of the need for a sound general and specialized education for all segments of the animation. Unfortunately, in these current conditions in our country still lacks a structured education of staff in this profile. The entities that are interested in this issue, i.e who want to deal with this phenomenon should have a broad knowledge of all aspects of animation. Namely, from our point of view animators should have a university degree in the field of tourism or related areas. In addition they need to pass an exam for animators, which would consist of a theoretical and a practical part and it would be realized: School of Tourism and Hospitality - Ohrid, Faculty of Tourism and Business Logistics - Gevgelija, Faculty of Tourism Natural - Faculty of Mathematics Faculty and private tourism - Skopje. We believe that their scientific and professional staff, through specially designed curriculum to meet the demands imposed by modern trends in tourism, education professional animators. Successful monitoring of the modern tourist flows, animators should permanently perfected through participation in various courses, seminars and through their personal involvement by using additional literature, such as various textbooks, encyclopaedias, manuals and more.

In this context, according to PhD. Mirko Реlac and PhD. Mato Bartoluchi sports and recreational animation as appropriate experts to consider:

- Technicians sports recreation;

- Coaches separate activity;

- Senior organizers for recreation and

- Professors of physical education, recreation trained.

As most appropriate experts cultural - entertaining animation, PhD. Branko Buntasheski proposes: university art historians, ethnologist graduates, graduates musicologists or music teachers and graduates in tourism and hospitality. According to PhD. Branko Buntasheski animation outings and visits, could engage the following profiles: graduate in tourism and hospitality managers, graduate art historians, ethnologist graduates, professors of geography and the like.

Successful programming and implementation of the contents of the animation, animators have to be a complete person. It specifically means that he should have a broad general and tourist culture. Animators must have extensive knowledge of the socio-economic system of the Republic of Macedonia and the history of the Macedonian people, given the fact that visitors will be interested in our country, its social, political and economic regulation, as well as our national history. This field one should have improvisation. Given the fact that the animation in tourism activity concerned animators which aims to enrich the tourist guests, it can be noted that there is direct communication between the animator and visitors. For this purpose, it requires knowledge of tourism as a socio-economic phenomenon. In this context, it should be equipped with knowledge and information on the changes of tourist facilities in our country and elsewhere. He should also possesses great knowledge of the cultural and historical monuments and cultural institutions in our country. Information giving visitors own of tourist culture animators. The provision of information is a complex process sociopsychological interpersonal. Actually between animators and visitors. Because animators need to have domain knowledge and communicative activities. Animators should have basic knowledge in the field of psychology, especially the psychology of tourism and hospitality. This is because animators’ residence during the tourist encounters different types of visitors that have different properties and exhibit different reactions. Professional profile animators would not be complete without the knowledge of foreign languages. Namely, every tourist-catering worker should have knowledge of foreign languages, and in particular it relates animator (minimum two world). It stems from the fact that he communicates with heterogeneous tourist table which has a variety of linguistic, cultural, religious and national characteristics. Besides general, animators should have specific specialist knowledge. In this connotation, it should have a knowledge of its expert and psychological profile, to know all aspects of animation in tourism, and possesses great knowledge about visual communication animation in tourism. Besides the above theoretical findings, according to PhD. Zdenko Cerovic, animators have to be someone who has some experience, i.e practical need to have knowledge of the following:

- Work with microphone;

- Practical exercises in visual communication workshops;

- Specialized workshops creation objects in the domain of animation;

- Conducting games;

- Practically carrying hobbies and the like.

**Concluding Remarks**

It can be concluded that the animation should be a necessary part of the Macedonian tourist offer because only thus cannot reach their goals, it will familiarize visitors with the culture of our country in the widest sense. Given that this notion incorrectly svakja animation sometimes comes down to pure fun which can lead anyone who has little talent. This way degrade its function as a cultural activity, as well as function as a tourist animator worker. In order to address such adverse conditions, it is necessary to properly understanding the concept of animation, especially animators. Therefore, the animation must be run by professional animators.

Successfully animate visitors, animators have to perform very complex, demanding and dynamic tasks. Professional performance of tasks implies the need animators to be a complete person. This means that he must have a sound basic education, but also to be specialized for certain activities. Also he should have a sense of identifying the needs and preferences of visitors as well as organizing group. Animators need to have such a relationship in which members would perceive as an active member of the group. Thus need to create a psychological atmosphere. Especially prominent his mental, general and special abilities. Also, it should be dynamic, initiative, emotionally and socially mature person with a highly developed sense of humanity and responsibility. Animation to be successful, it should be carried out by all members of the hotel, ie, teamwork is necessary, and the animator is an equal member of the business team. Also, it is necessary to emphasize that the animation cannot and should not serve to cover up the shortcomings in terms of quality of service, because then it ceases to be animation.

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