

ANIMATION AND GAME TOURISM

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The authors consider animation and game tourism as one of the important areas of tourism. During the study, it was found out that animation and gaming activities are actively used in modern tourism. By improving the quality of tourist services and expanding the number of services (including animation and game tourism), the tourism services sector is actively developing and its income is growing.

Keywords: *tourism, animation tourism, game tourism.*

The relevance of the topic under study lies in the fact that animation and gaming activities are one of the most important areas in human life, which have a strong impact on personal development. While the importance of tourism for global development lies in the fact that it acts as a sector of the economy, and as a type of economic activity, and as a market, and as a social movement. Hence, services such as animation and games are in great demand in the tourism sector, which is confirmed by the fact that they are a specific component of the tourism product.

The tourism industry is developing very quickly around the world, but in order for the development of this industry to continue and generate stable income, it is necessary to support it in every possible way and in a timely manner. Support primarily includes continuous improvement of the quality of services provided by travel agencies. Animation and gaming services in tourism arose with the aim of increasing guests' satisfaction with their vacation. Nowadays, it is not enough for people to simply get an impression of the place they visit; tourists often want to get something more. Thus, when a tourist immerses himself in another culture, he simultaneously immerses himself in his inner world. Also, a person has to become familiar with another culture and build relationships with unfamiliar people. For a comfortable stay, a tourist needs to stay in a psychological comfort zone, and for this there are various regulators that will help him with this [3. P. 74].

The goal of this work is to formulate and solve the following main tasks: analysis of the state of development of animation programs and the gaming component in tourism; identifying the role of animation programs in children's tourism using the example of mini-clubs [2. P. 1].

The work used a set of methods, including methods of terminological analysis and bibliographic study of documents. Other methods such as analysis, generalization and modeling were used, as well as empirical methods, which include: observation and study of documents [5. P. 3].

During the study, it was found that animation and gaming activities are actively used in modern tourism. Due to the fact that the quality of service for tourists is improving and the number of services is expanding, this area is actively promoting and its income is growing. Thanks to the emotions that a tourist experiences during animation and game programs, he wants to visit there more than once, which prompts him to visit tourist places several times. Based on this, we can say that this practice is aimed at self-improvement of a person in all areas of his life [1. P. 1].

The technological process of creating and conducting such programs within the framework of an animation service is an integral system in which such components as script, directing and improvisation are closely interconnected. In other words, it is a massive event with all the characteristics. Technical services play a special role in organizing such events, since only professionals who know their business should do this [4. P. 3].

To develop the child's intelligence and broaden his horizons, animation programs are used in which the child is actively involved. The entertainment program is selected according to the age of the child. Children not only watch the development of the plot, but also actively participate in the development of animation. Children's tourism includes a wide range of entertainment, both in natural and artificially created environments [2. P. 2].

The main organizational form of leisure in modern society is the club. Just like in a tourist destination. It is created with the aim of improving people's social activity, their education and cultural level. The main types of modern clubs: sports and recreational; children's educational; adult entertainment; mini clubs and so on.

We are talking about mini-clubs, since they are also in demand in the tourism aspect. They are designed to serve families. And the main responsibility of the mini-club animators is to organize an interesting and eventful holiday for children. The mini-club must have good equipment. The mini-club has several animators who work with children of different age groups. And accordingly, for each age group a program is drawn up in advance and age-appropriate games and entertainment are selected [4. P. 5].

So, we found out that the tourism sector is actively developing in our time. And in order to somehow supplement it and make it more interesting, people came to animation and game tourism, which began to play a key role in this activity. The conclusion of this study is that at the moment there is a place in the tourism sector not only for adults, but also for children. All kinds of entertainment programs that make the trip not only interesting, but also educational. Animation and game tourism is actively developing.

In the future, it would be interesting to study in more detail information about the tourism sector and its differences in different countries.

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Анимационный и игровой туризм

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Авторы рассматривают анимационный и игровой туризм как одно из важных направлений туризма. В ходе исследования было выяснено, что анимационная и игровая деятельность активно используется в современном туризме. За счет повышения качества обслуживания туристов и расширение количества услуг (в том числе анимационный и игровой туризм), сфера туристических услуг активно развивается и её доход растет.

Ключевые слова: туризм, анимационный туризм, игровой туризм.

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