

Original scientific paper

## THE QUANTITATIVE ANALYSIS OF ANIMATION PROGRAMS IN TOURISM

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**Abstract:** The aim of the paper was to analyze tourist participation in animation programs during daily recreational activities within package tours which included apartment accommodation in Greece, i.e. whether there are differences between male and female participation rate in certain activities. Indirectly, based on the obtained results, it is necessary to establish whether animation programs should be conducted jointly and/or they should be planned and conducted separately for men and women. Another aim was to determine whether any differences occurred in animation programs during multiannual monitoring.

**Keywords:** *recreation, animation, sport, tourism, programs*

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### INTRODUCTION

The main task of recreational exercising programs is to make a positive impact on health and influence certain human body systems (Astrand, 1999). However, some programs have completely different tasks. Such programs are sports-recreational activity programs in tourist offering, i.e. animation programs. Animation represents a constituent part of tourist offering which serves to enrich it. Animation as an activity aims at: revitalizing tourist offering with new services and stimulating guests to take part in those services (Mitić, 2001). Active holidays as modern people's need become a synonym of holiday travel,

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especially considering their lack of physical activity and contact with nature (Bogosavac, Jovanović and Dragosavljević, 2012).

The notion of animation comes from Latin *anima-soul*, *animare* – to revitalize, uplift, motivate. As a result, many authors consider the following aspects: entertainment, leisure, relaxation, enjoyment, active holidays, active exercising, open communication, etc. (Nestoroska, 2005; Mitić 2001; Ivanovski, 2010).

Finger & Gayler (2003) state that animation in tourism, conducted by one person (the animator), is a friendly, cheerful, kind, cordial, attractive plea, invitation, encouragement to engage in joint socialization through any activity a tourist chooses to do for leisure during holidays, an activity that attracts them to participate in it together with others and gives them desire to encounter new experiences. According to Mitić (Ivanovski, Mitić, 2012), animation means to stimulate people to spend their holidays actively. It also represents entertainment during free time.

The verb “animate” may mean to stimulate, cheer up, and spur the will for something. Therefore, animation is an inspiration, revival (Cerović, 2008). This author presents animation as a motivation for guests to use the offered program activities as much as possible in order to achieve economic and other effects.

The role of animators in this process is crucial. Cerović (2008) underlines that one of the roles animators have in tourism is that of a motivator. Nestoroska (2005) cites Krippendorf and points to the significance of animation, which is great in every offering, especially when tourists come to a new place and for establishing communication with other tourists. In this new environment, there should be someone to animate them to relax and establish relationships with others. Also, Nestoroska (2005) points to the connection of terms “*guest relations*” and “*leisure organization*” with animation. Both these terms are connected by the contents of leisure organization as an important factor in tourist offering.

Tourist offering changes occurred in the 1980s when consumer interest for tourism products increased, along with the number of tourists. Also, tourist needs and interests altered together with these changes, becoming more diverse (Vukonić, 1998), and animation programs emerged as a new form of tourist offering.

Animation programs in tourist offering represent an objective necessity in the tourism market (Bartoluci, 2003). They often become a motive to travel to a certain tourist destination. Similar claims were made by Kurtzman and Zauhar (1997). They underline that sports-recreational activities can be a significant motive for tourist movement. The characteristic of these sports-recreational programs is that they can be shaped to match tourists’ interests, so services can be a matter of choice or come in organized forms. Bartoluci and Andrijašević (2006) state that different social-entertainment games and activities compete

sports-recreational programs by bringing people together through the prism of fun.

Research indicated that tourist needs got increasingly attached to tourist participation in different sports-recreational programs included in tourist offering. It should be mentioned that an average tourist shows very little interest in competition, so a particular stress must be put on games and similar aspects of sports activities, instead on achieved results (De Knop, 1990). The aim is to satisfy tourist needs during their stay in a tourist destination (Bartoluci, 2004). Bogosavac, Jovanović and Dragosavljević (2012) looked into the attitude toward sports-recreational activities as a part of tourist offering, as well as the need to improve them, and concluded that the obtained results showed a positive attitude, with significant differences in the attitudes of examinees of different education levels. Namely, the examinees with higher education level expressed more positive attitude than the ones with lower education level. They also perceived the need to increase the number of quality sports-recreational programs in tourist offering. In another study, Plavša (2007) states that as much as 26% of examinees in Great Britain states that sports-recreational activities are the main purpose of their travel, of which 12% are domestic tourists involved in sports activity holidays. In Sweden, 8.4% of domestic tourists opt for activity holidays, with another 7% of them who incidentally took part in so-called “active options” during holidays. Similar data arrived from Germany (18% of population considers sports options when deciding about their holiday or a particular destination). The most attractive activities for German tourists are swimming (68%), a well-marked network of walking trails (56%), while 26% of them prefer ball games and other sports related to movement (De Knop, 1990). The same author claims that the most exploited activities in Flanders are walking (59.6%) and swimming (42.2%). Similar results were obtained by Bogosavac and Dragosavljević (2013), who state that the highest number of visitors in tourist offerings prefer swimming. They also state that apart from swimming, the most attractive holiday activities are walking in nature and cycling. According to them, swimming is one of the basic sports-recreational activities that should form a part of a destination’s tourist offering. Similar results were obtained by Škorić (2006), who states that during their stay in Istria, examinees mostly engage in swimming (68,3%), outdoor activities (43%), tennis (26.8%), other seaside activities (26%), cycling (22%), sports games (20%), etc.

**The aim of the paper** was to analyze tourist participation in animation programs during daily recreational activities within package tours which included apartment accommodation in Greece, i.e. whether there are differences between male and female participation rate in certain activities. Indirectly, based on the obtained results, it is necessary to establish whether animation programs should be conducted jointly and/or they should be planned and conducted separately for men and women. Another aim was to determine whether any differences occurred in animation programs during multiannual monitoring.

## METHOD

The basic research method used was longitudinal empirical-nonexperimental method, or so-called “survey” method conducted throughout six years of data collection. The use of survey method for scientific research requires the selection of a representative sample, which enables generalization of the obtained results, i.e. the possibility to draw conclusions from the sample about the population. The examination was conducted transversally, i.e. the examination of tourist population was conducted during the tourist season in the period of six years.

### *Examinee Sample*

**The examinee sample** consisted of 713 persons, including 419 female and 294 male examinees. The examinees were persons who stayed in Kassiopi, Corfu using the services of two Serbian tourist agencies in the period between May and October. The examinees were guests, i.e. tourists from different social backgrounds who visited Kassiopi as a holiday destination.

All activities were coordinated with professionals in the field of recreational animation programs who have extensive experience in the domain. The animation performers were animators trained by the Belgade School for Animators which operates within the Personnel Center of the Faculty of Sport and Physical Education from Belgrade, and the Association of Recreation and Recreation-Oriented Professionals within the College of Sports and Health from Belgrade.

Table 1 shows the basic characteristics of the research sample.

**Table 1.** *Sample characteristics*

	Male	Female	Total
	Frq (%)	Frq (%)	Frq
2007	7 (18.4)	31 (81.4)	38
2008	48 (37.8)	79 (62.2)	127
2009	41 (41.4)	58 (58.6)	99
2010	36 (45.0)	44 (55.0)	80
2011	102 (52.8)	91 (47.2)	193
2012	60 (34.1)	116 (65.9)	176
Total	294	419	713

### *Measuring instruments sample*

For research purposes, the **survey and scaling technique** was used. The questionnaire in question was the one used in the Ivanovski (2015) research. The very research was conducted during the summer seasons. The surveys were distributed to guests from Serbia. Every question comes with offered answers. The three-point Likert scale system was used. Considering that in this scale examinees describe their activities at home and on holidays, a subjective

evaluation of the given activities was collected. The processed questions were in direct correlation with our research.

### *Animation programs*

Animation programs formed a part of the package tour. Soft animation was performed (Ivanovski 2015). In the morning hours, it was: morning exercise, pilates, swimming lessons, yoga, while in the afternoon the activities on offer included: aquafit, volleyball, beach frisbee, dancing, football and basketball lessons. In the evening hours, contact evening programs such as Karaoke, Battle of the Sexes, Dance Night, "I Bet" etc. were offered.

### *Statistical data processing*

The basic parameters of descriptive statistics were derived for every item by calculating frequencies and percentage. To determine the significance of differences between male and female groups, as well as the differences by the year of realization, the Chi-squared test ( $\chi^2$ ) was implemented. The level of significance was defined as 0.05. The results were processed with the help of the Statistical Package for the Social Sciences for Windows (SPSS) (Version 18.0) (Chicago, IL, USA).

## **RESULTS**

The basic parameters of descriptive statistics are shown on Table 2, which indicates the rate and frequency of responses for every activity, distributed by year.

Based on the descriptive statistics results (Table 2), it can be concluded that when it comes to leisure swimming as many as 37.6% or 227 examinees stated that they swam regularly, while 103 or 14% of them said they did it occasionally. Therefore, over 50% of examinees believed that swimming is a good motive to visit a tourist destination. In terms of the swimming lessons variable, 10.6% examinees occasionally participated in the swimming lessons, and 2,2 % of them regularly. Based on this, we can conclude that a vast majority of guests can swim, so swimming lessons are redundant.

Aquafit was an activity based at different pools in Kassiope, which may be one of the reasons for such a small following. Only 11.4% of the examinees practiced aquafit occasionally, and only 4.1% of them were regulars. Beach games are an activity that as much as 32.1% of examinees played occasionally, while 106 14.4% of them did it regularly. The results indicate that the number of active participants until 2011 exceeded 50%, and that they participated in the activity occasionally or regularly. Then, 88 or 12% of the examinees occasionally participated in pilates workouts, and 31 or 4.2% attended them regularly. The highest participation percentage was in 2009 (10.1% of regular and 15.2% of occasional participants). The interest in dancing lessons exceeded 25% (19.3% occasionally and 7.5% regularly attended them). Moderate interest was shown for football as an activity and for the volleyball tournament. The foot

tennis tournament plays a small role in recreational activities. Darts represent an activity that over 20% of participants engaged in occasionally and regularly. In 2007 and 2008, the examinee participation in this activity was over 50% and 30%, respectively. Just like leisure swimming, leisure walking represent one of the main reasons for selection of a tourist destination. This type of activity was practiced regularly by as much as 44.3% of the examinees, while 18.5% of them engaged in it occasionally. Field trip animation was an activity favored by the examinees, with over 60% of them participating in it regularly, and 30.8% of them occasionally.

**Table 2.** *Descriptive statistics*

	Leisure swimming	Swimming lessons	Aquafit	Beach games	Pilates	Dancing lessons	Football	Foot tennis tournament	Volleyball tournament	Darts	Leisure walking	Field trip animation	
Frq (%)													
2007	Never	10 (26.3)	29 (76.3)	16 (42.1)	18 (47.4)	30 (78.9)	13 (34.2)	30 (78.9)	36 (94.7)	29 (76.3)	18 (47.4)	6 (15.8)	7 (18.4)
	Occasionally	6 (15.8)	5 (13.2)	15 (39.5)	10 (26.3)	7 (18.4)	13 (34.2)	5 (13.2)	1 (2.6)	6 (15.8)	8 (21.1)	2 (5.3)	15 (39.5)
	Regularly	22 (57.9)	4 (10.5)	7 (18.4)	10 (26.3)	1 (2.6)	12 (31.6)	3 (7.9)	1 (2.6)	3 (7.9)	12 (31.6)	30 (78.9)	16 (42.1)
2008	Never	51 (39.8)	110 (85.9)	97 (75.8)	53 (41.4)	104 (81.2)	70 (54.7)	96 (75.0)	118 (92.2)	98 (76.6)	83 (64.8)	30 (23.4)	40 (31.2)
	Occasionally	14 (10.9)	14 (10.19)	22 (17.2)	52 (40.6)	18 (14.1)	40 (31.2)	21 (16.4)	6 (4.7)	22 (17.2)	32 (25.0)	28 (21.9)	47 (36.7)
	Regularly	63 (49.2)	4 (3.1)	9 (7.0)	23 (18.0)	6 (4.7)	18 (14.1)	11 (8.6)	4 (3.1)	8 (6.2)	13 (10.2)	70 (54.7)	41 (32.0)
2009	Never	43 (43.4)	87 (87.9)	86 (86.9)	36 (36.4)	74 (74.7)	76 (76.8)	83 (83.8)	95 (96.0)	78 (78.8)	86 (86.9)	36 (36.4)	35 (35.4)
	Occasionally	15 (15.2)	12 (12.1)	11 (11.1)	38 (38.4)	15 (15.2)	18 (18.2)	13 (13.2)	4 (4.0)	16 (16.2)	13 (13.1)	22 (22.0)	34 (34.3)
	Regularly	41 (41.4)	0 (0.0)	2 (2.0)	25 (25.3)	10 (10.1)	5 (5.1)	3 (3.0)	0 (0.0)	5 (5.1)	0 (0.0)	41 (41.4)	30 (30.3)
2010	Never	39 (48.8)	69 (86.2)	71 (88.8)	39 (48.8)	70 (87.5)	62 (77.5)	58 (75.2)	77 (96.2)	61 (76.2)	65 (81.2)	31 (38.8)	36 (45.0)
	Occasionally	14 (17.5)	11 (13.8)	8 (10.0)	29 (36.2)	6 (7.5)	17 (21.2)	17 (21.2)	2 (2.5)	13 (16.2)	11 (13.8)	18 (22.5)	20 (25.0)
	Regularly	27 (33.8)	0 (0.0)	1 (1.2)	12 (15.0)	4 (5.0)	1 (1.2)	5 (6.2)	1 (1.2)	6 (7.5)	4 (5.0)	31 (38.8)	24 (30.0)
2011	Never	129 (65.2)	179 (90.4)	182 (91.9)	133 (67.2)	166 (83.8)	172 (86.9)	170 (85.9)	181 (91.4)	176 (88.9)	174 (87.9)	105 (53.0)	76 (38.4)
	Occasionally	26 (13.1)	14 (7.1)	10 (5.1)	41 (20.7)	26 (13.1)	20 (10.1)	17 (8.6)	14 (7.1)	19 (9.6)	20 (10.1)	36 (18.2)	39 (19.7)
	Regularly	43 (21.7)	5 (2.5)	6 (3.0)	24 (12.1)	6 (3.0)	6 (3.0)	11 (5.6)	3 (1.5)	3 (1.5)	4 (2.0)	57 (28.8)	83 (41.9)
2012	Never	84 (43.5)	168 (87.0)	170 (88.1)	115 (59.6)	173 (89.6)	146 (75.6)	162 (83.9)	184 (95.3)	164 (85.0)	150 (77.7)	66 (34.2)	93 (48.2)
	Occasionally	28 (14.5)	22 (11.4)	18 (9.3)	66 (34.2)	16 (8.3)	34 (17.6)	21 (10.9)	8 (4.1)	22 (11.4)	34 (17.6)	30 (15.5)	72 (37.3)
	Regularly	81 (42.0)	3 (1.6)	5 (2.6)	12 (6.2)	4 (2.1)	13 (6.7)	10 (5.2)	1 (0.5)	7 (3.6)	9 (4.7)	97 (50.3)	28 (14.5)

The differences between male and female examinees in recreational animation programs in tourism were determined by means of the Chi-squared test ( $\chi^2$ ) (Table 3).

**Table 3.** *The  $\chi^2$  test between male and female examinees*

		Men	Women	$\chi^2$	Cramer's V	Sig.
		Frq (%)	Frq (%)			
<b>Leisure swimming</b>	Never	138 (46.9)	203 (48.4)	12.31	0.13	.000**
	Occasionally	58 (19.7)	45 (10.7)			

	Regularly	98 (33.3)	171 (40.8)			
<b>Swimming lessons</b>	Never	256 (87.1)	366 (87.4)	0.56	0.03	.757
	Occasionally	30 (10.2)	45 (10.7)			
	Regularly	8 (2.7)	8 (1.9)			
<b>Aquafit</b>	Never	280 (95.2)	321 (76.6)	45.29	0.25	.000**
	Occasionally	10 (3.4)	72 (17.2)			
	Regularly	4 (1.4)	26 (6.2)			
<b>Beach games</b>	Never	149 (50.7)	230 (54.9)	2.30	0.06	.317
	Occasionally	105 (35.7)	127 (30.3)			
	Regularly	40 (13.6)	62 (14.8)			
<b>Pilates</b>	Never	276 (93.6)	320 (76.4)	38.67	0.23	.000**
	Occasionally	14 (4.8)	73 (17.4)			
	Regularly	4 (1.4)	26 (6.2)			
<b>Dancing lessons</b>	Never	248 (84.4)	271 (64.7)	37.34	0.23	.000**
	Occasionally	39 (13.3)	101 (24.1)			
	Regularly	7 (2.4)	47 (11.2)			
<b>Football</b>	Never	184 (62.6)	394 (94.0)	111.91	0.40	.000**
	Occasionally	77 (26.2)	15 (3.6)			
	Regularly	33 (11.2)	10 (2.4)			
<b>Foot tennis</b>	Never	260 (88.4)	410 (97.9)	31.58	0.21	.000**
	Occasionally	29 (9.9)	4 (1.0)			
	Regularly	5 (1.7)	5 (1.2)			
<b>Volleyball</b>	Never	222 (75.5)	362 (86.4)	13.85	0.14	.000**
	Occasionally	54 (18.4)	42 (10.0)			
	Regularly	18 (6.1)	15 (3.6)			
<b>Darts</b>	Never	224 (76.2)	333 (79.5)	5.07	0.08	.079
	Occasionally	57	58			

		(19.4)	(13.8)			
	Regularly	13 (4.4)	28 (6.7)			
<b>Leisure walking</b>	Never	122 (41.5)	137 (32.7)	26.56	0.19	.000**
	Occasionally	73 (24.8)	62 (14.8)			
	Regularly	99 (33.7)	220 (52.5)			
<b>Field trip animation</b>	Never	117 (39.8)	156 (37.2)	0.50	0.03	.778
	Occasionally	89 (30.3)	134 (32)			
	Regularly	88 (29.9)	129 (30.8)			

**Key:** Frq. - frequencies - number of subjects; (%) – percentage values;  $\chi^2$  - Chi-squared test; Sig - level of significance  $p < .01$

Based on the Chi-squared test ( $\chi^2$ ) (Table 3) it can be noted that there are statistically significant differences between male and female participation in leisure swimming during holidays ( $\chi^2 = 12.31$ , Sig.= .000), aquafit ( $\chi^2 = 45.29$ , Sig.= .000), pilates ( $\chi^2 = 38.67$ , Sig.= .000), dancing lessons ( $\chi^2 = 37.34$ , Sig.= .000) and leisure walking ( $\chi^2 = 26.56$ , Sig.= .000) in women's favor, as they participate more frequently in these activities. Also, big differences between male and female participation (this time in favor of men) were noticed in football ( $\chi^2 = 111.91$ , Sig.= .000), foot tennis ( $\chi^2 = 31.58$ , Sig.= .000) and volleyball ( $\chi^2 = 13.85$ , Sig.= .000). As for the other holiday activities on offer, no statistically significant differences between male and female participation were observed: at swimming lessons ( $\chi^2 = 0.56$ , Sig.= .757), beach games ( $\chi^2 = 2.30$ , Sig.= .317), darts ( $\chi^2 = 5.07$ , Sig.= .079) and field trip animation ( $\chi^2 = 0.50$ , Sig.= .778).

Graph 1 shows the results of the  $\chi^2$  test in relation to the year of realization among men and women for each individual activity. Based on these results, it can be noted that there are statistically significant differences among men in relation to the year of realization in terms of the following activities: leisure swimming (Sig.= .003), beach games (Sig.= .000), dancing lessons (Sig.= .018), football (Sig.= .049), volleyball tournament (Sig.= .006), darts (Sig.= .000) and leisure walking (Sig.= .000). Among women, the differences in the engagement in certain activities in relation to the year of realization (Table 4) indicate a statistically big difference between years in terms of leisure swimming (Sig.= .001), aquafit (Sig.=.000), beach games (Sig=.039), pilates (Sig=.025), dancing lessons (Sig=.000), football (Sig=.010), darts (Sig=.000), leisure walking (Sig=.008) and field trip animation (Sig=.032).

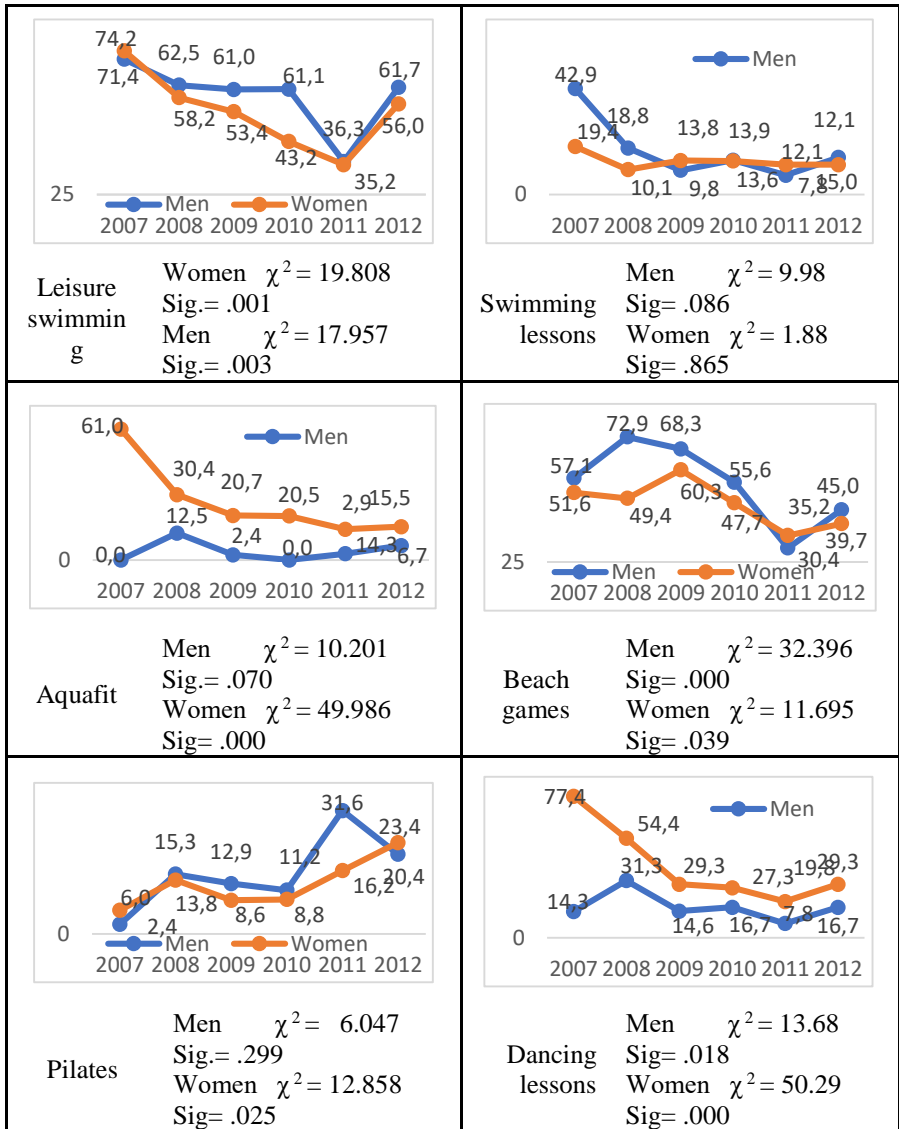
Most activities practiced by men experienced a moderate decrease over the years, except for pilates, which noted an increased number of examinees who engaged in this activity over the years. Leisure walking featured relatively steady values among male population over the years of realization, i.e. approximately the same number of examinees engages in this activity, which

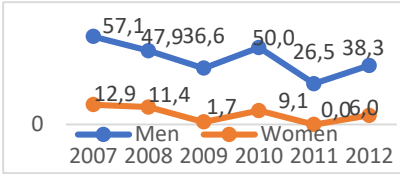
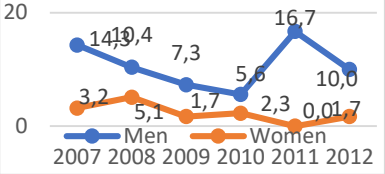
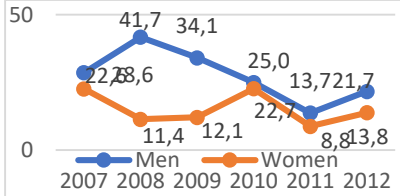
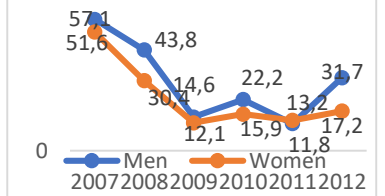
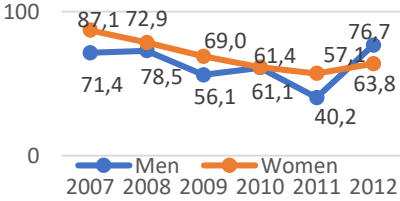
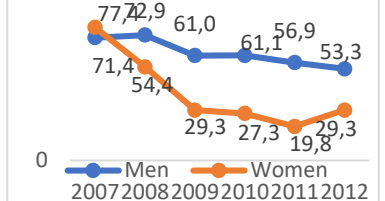


makes it one of the favourite recreational animation programs in tourism among men.

Similar results were obtained for women, only their percentage of involvement into certain activities is higher than men's. However, there is a decrease in female participation in certain activities over the years of realization, too, with pilates being the only activity with a year-on-year increase of engagement.

**Graph 1.** The differences in male and female participation in activities by year



 <p>Football</p> <p>Men <math>\chi^2 = 11.11</math> Sig= .049</p> <p>Women <math>\chi^2 = 15.20</math> Sig= .010</p>	 <p>Foot tennis tournament</p> <p>Men <math>\chi^2 = 4.487</math> Sig= .435</p> <p>Women <math>\chi^2 = 5.515</math> Sig= .356</p>
 <p>Volleyball tournament</p> <p>Men <math>\chi^2 = 16.44</math> Sig= .006</p> <p>Women <math>\chi^2 = 7.48</math> Sig= .187</p>	 <p>Darts</p> <p>Men <math>\chi^2 = 26.96</math> Sig= .000</p> <p>Women <math>\chi^2 = 29.95</math> Sig= .000</p>
 <p>Leisure walking</p> <p>Men <math>\chi^2 = 27.02</math> Sig= .000</p> <p>Women <math>\chi^2 = 15.70</math> Sig= .008</p>	 <p>Field trip animation</p> <p>Men <math>\chi^2 = 5.28</math> Sig= .382</p> <p>Women <math>\chi^2 = 12.20</math> Sig= .032</p>

## DISCUSSION

The receptive role of Greece in international tourism, as one of the most prominent tourist destinations in the Mediterranean (Unković, 2007, p. 317) was such that with EUR10 billion of foreign currency revenue brought by tourism, it participated with 1.95% in the distribution of global tourism revenue in 2000. Its foreign visitors include Serbian tourists, who were the subject of this paper. By

looking into the issue of non-existent and poor offer of recreational activity animation programs for Serbian tourists visiting Greece, we perceived a small number of Serbian tourist agencies which offered free swimming lessons, organized walking, aerobics, pilates and other activities, while the experiences with foreign agencies are diametrically opposite. This paper aims at improving and affirming the development of sports recreational animation programs.

The paper shows how much Serbian tourists engage in recreational activities while on a holiday. The offered package tours involved recreational activity animation programs for all tourists who opted for a ten-day holiday in Kassiope, Corfu.

There are statistically significant differences between male and female participation in: dancing lessons (higher female participation), football (in which men participate more frequently, as expected), leisure walking (higher female participation), volleyball tournaments (higher male participation), leisure swimming (higher female participation), aquafit (significantly higher number of female participants), and pilates (again, much higher female participation) practised during holidays.

The research of tourist needs, motives, travel goals, expectations, satisfaction and similar social-psychological aspects of tourism has been the scope of interest of numerous scientists worldwide (from Goffman in 1959, Maslov, Mayo, Cohen, Smith in the 1990s, to the representatives of the modern “Scandinavian school” of psychological research of tourism (Larsen et al, 2009). According to them, tourist needs increasingly approach the line of primary needs; they are specific and more and more clearly expressed.

The research results indicate that this is the initial development stage of recreational activities. The programs were particularly well-accepted at field trips where over 60% of guests sometimes participate in recreational activity programs and beach games on a regular basis, with over 45% of participation. Sports games (volleyball, football, basketball) participate with a lower score of 20%, but good analysis and better offering could give them prospective future. We can note that the results of engagement in recreational activities within animation programs for apartment accommodation are only partially satisfactory, which should serve as a motivation to improve the programs and their promotion as a healthy lifestyle.

## **CONCLUSION**

There has been an ongoing increase in the development of tourist offering which encompasses an increasingly large range of recreational activity. More and more Serbian tourists who stay all over the Mediterranean accept the norms of modern tourism, which include animation within daily activities. The research showed that Serbian tourists enjoy their holidays when they actively participate in recreational activities. That trend should be constantly improved.

At the moment, the development of recreational activity programs is at a starting point. The results indicate that the best accepted programs are those in field trips and beach games. Some activities show a decline, but some of them experienced a minor growth. This tells us that recreational activity programs should be constantly offered, and that modern trends in such programs should be closely followed.

One should also bear in mind that the subject of research involved apartment accommodation and that realizing programs in such conditions is significantly more difficult. There is no guest concentration in one place, like in hotels, as they are scattered all over the town, i.e. the destination. Of course, the animation presented in hotel clubs features much better attendance. The hotel industry invests a lot into infrastructure, at the same time investing into the development and professionalization of animation service through programs of sports and recreational activities that more and more guests prefer. Defining the impact animation through recreational activity programs has on the degree of development of overall tourist offering represents a practical scientific contribution of this and any similar research, which may serve as a guideline for educating prospective animators on one side, as well as for further investment of the tourism industry into recreational offering, logistics and programs.

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