

Subject matter of the dissertation: Organization of animation at enterprises of sanatorium sphere (on the example of sanatorium complex «Mashuk Aqua-Therm»).

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Customer organization: Sanatorium complex «Mashuk Aqua-Therm».

Topicality of the research: Organization of treatment and rest in the conditions of sanatorium sphere in the world today pays great attention because this process involves restoring forces, filling the psycho-emotional and physical resources through stress relieving during the entertainment and leisure organization planned.

Moreover, in terms of modern management and marketing, quality animation today can be considered as a distinct competitive advantage in the first service and tourism industries.

Objective: studying of the specifics organization animation activity in enterprises of sanatorium type.

Tasks:

- to study the theoretical aspects of animation activity;
- to reveal the essence of the concept of «animation»;
- to prove principles of development of animation programs;
- to identify the role of animation as a competitive advantage of spa services;
- to examine the activities of individual of sanatorium enterprises in the region;
- to analyze the program animation activities sanatorium complex «Mashuk Aqua-Therm»;
- to generate a list of recommendations for improving the animation activity of the desired enterprise.

Theoretical and practical significance of the research is that through the work theoretical aspects of animation activities are presented from the perspective

of historical analysis of the term «animation», justified principles of development of animation programs and revealed the essence of technology for their organization.

The received results of research can be actively used in administrative practice of the enterprises of the tourist's industry.

Results of the research:

We can confidently assert that the sanatorium complex «Mashuk Aqua-Therm» has an appropriate infrastructure to confidently compete in the market of health services and to apply for status as one of the best resorts in the region.

High level of quality is ensured not only the professionalism of medical staff and support staff, but also the availability of bulk infrastructure for recreation and entertainment. It offers guests a library, cinema, sports and billiard rooms, tennis court, Russian and Finnish saunas, a pool complex with Aqua Park.

Recommendations: In the context of our research, special attention was paid to program of animation and leisure activities of the sanatorium «Mashuk Aqua-Therm». Our analysis shows that in general the resort has all the material and intellectual resources for recreation at any level. Nevertheless, the program of cultural and leisure activities should be systematically updated and amended.

The success of animation activities depends on the level of professionalism of animators, their creativity and mobility. Only in this situation animation activity becomes obvious competitive advantage in the of sanatorium institutions of any type.