

## Animation in the tourism sector

Category: Tourism

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The tourist animation is a young phenomenon, where France is considered as the initiator of this activity. The indicators of the Mediterranean Club, taking into account the stress and agitation generated by the Second World War created an atmosphere of relaxation and entertainment for soldiers and family members who were here, was thus the first global company of (OCIO) after Disney, saw the animation as a point of view for sale (Marketing). After a great development of the animation in almost all Europe it arrived to America impacting in Mexico, Puerto Rico and Santo Domingo. Presenting in Cuba its first manifestations in the 80's from the carnivals of Varadero, although it is not until 1986 that it was officialized as policy by the National Institute of Tourism and it is institutionalized the formation of animators for the tourist facilities of the whole island.

The development of tourism is given mainly by the environment and culture, hence the relationship culture-tourism, the expressions of the same guarantee the satisfaction of their expectations. In the last years the interest of the tourists to integrate to the natural, social and cultural environment of the places that are visited has grown in great quantity, carrying out activities that facilitate the knowledge and learning, where the importance of the tourist animation can be seen creating the ways for the satisfaction of these necessities, as systems of thoughts and actions that project the national identity, influencing in the planning and integral organization of the tourist product, in order to satisfy the necessities, interests and motivations of the clients propitiating their active participation in the physical and mental relation. It constitutes a competitive advantage that activates in the generation of income, which means that the animation directly influences the choice of the tourist and in a positive way in the generation of income of the installation.

The development of a product carries in itself a concept that contains a set of activities that allow the incorporation of socio-cultural and tourist resources of the Heritage. These attractions combined harmoniously make up the appropriate consumption, which allow on the one hand to value and preserve with respect to human, natural and cultural resources but at the same time provide a better definition for its positioning in national and international markets.

A tool for the conjugation of these attractions that conform a concept (nature, adventure, sun and beach), it constitutes the process of tourist animation that through the different programs they show to their objective public, the contact, the interpretation of those attractions showing the values and the territorial identity. This is how the animation programs propose an in-depth knowledge of moments, circumstances and situations, integration and adaptation of different

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environments with learning through participation and exchange.

The creation of new tourist products must be designed with new "ingredients" for the satisfaction of the different clients of the market, animation can create sensations and sensitivity, emotions and motivations, moments and situations of experimentation and liberation, identification of spiritual values, rescue of cultural values, proposals open to creativity and imagination, experiences in human exchanges and contact with nature, experimentation for learning, integration strategies and therapeutic measures.