QUALITY EVALUATION OF SPORTS ANIMATION SERVICES

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(Preliminary communication)

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Abstract

The paper focuses on sports animation and evaluation of its quality as regards the sports animation services offered in tourism. Their attitude to sports animation services is subject to investigation and the analysis is conducted on the basis of a non-standardized questionnaire. The contingent of the research consists of a hundred and fifty randomly selected informants. A survey has been conducted amongst the visitors of two sea resorts. The analysis of the results led to conclusions concerning the strong and weak points of sports animation services at the two resorts as well as the ensuing threats and opportunities.

Keywords: questionnaire, tourism, sea tourist resorts

INTRODUCTION

Animation in tourism is a cutting edge service which makes tourist destinations more attractive, raises the popularity of the products they offer, and increases their competitiveness. A tourist product that contains animation services is more widely-recognized by clients because it helps the high season last longer and makes the use of the respective facilities more efficient.

Sports animation in particular is a natural response to the need of physical activities and sports, positive emotions and recreation. It prevails over other types of animation services due to the clients’ need to recuperate, to be physically active, and to entertain themselves (Dinev (Динев), & Tomova (Томова), 2008). As a major animation service, sports animation is intended to ameliorate the emotional state and the health of the subjects that employ it, thus contributing to: 1) the recovery of the mental and physical energy a person consumes; 2) the wellness of the individual; 3) the experience of positive emotions.

A key factor concerning the efficiency of tourist industry and their competitiveness is the quality and popularity of sports animation services and products. For this reason over the past few years the diagnostics and evaluation of their quality has been subject to heated discussions in the theory and practice of tourism. The quality of sports animation services is often defined as a basic means of survival in the indeterminacy and dynamicity of the market environment and a vital component of the efficiency of all the facets and manifestations of tourist activities.

The following characteristics need to be considered in planning an inventory for the diagnostics and evaluation of sports animation services:

1) \textit{Sports animation services are custom-made}. They result from the interaction of two or more parties, which means that their quality is highly dependent on the human factor. The necessity of highly qualified and professionally competent specialists is undisputable. Over the past few years the competence approach has been catching on at a variety of levels in education. This makes it possible for the professional preparation of sports animators to be oriented to the acquisition of “lasting knowledge and the development of long-term competences”. This, in N. Tsankov terms, is an attempt to solve the problems concerning the amelioration of the quality and the efficiency of modern education seen as “a pragmatically oriented process” and “an important economic potential” (Tsankov (Цанков) & Genkova (Генкова), 2009).

2) \textit{Sports animation services are heterogeneous}, a characteristic that stems from the human factor in their design and in the manner in which they are offered to the clients. In view of the quality of these services, this feature has at least two important consequences: first, it can be formed as a result of the participation...
of different parties in the process of offering one and the same service and second, it can be a result of the actions of one individual, who, within the timeframe of the service to be offered, may change either the actions themselves or the terms of his/her relationship with the client.

For this reason the quality of sports animation products and services is an amalgamation of the quality of its components, which in turn have different temporal and formal aspects (Krsteva (Кръстева), Georgiev (Георгиева), & Dimitrov (Димитров), 2006). This brings us to the object of the present research, which is sports animation products and services. The survey presented here was conducted in two sea resorts. The criterion for their choice is the number of tourists that attend them on a yearly basis – a big one (resort 1) and a small one (resort 2). The informants are visitors of hotels in the two resorts that have the same category (three or four stars). Their attitude to sports animation services is subject to investigation and the analysis is conducted on the basis of a non-standardized questionnaire. The contingent of the research consists of a hundred and fifty randomly selected informants.

**ANALYSIS OF THE RESULTS**

The results of the survey are presented in Table 1 and Table 2. The former has been evaluated with a grade of 1 to 6 on a six-grade scale, while the latter is estimated on a 10-grade scale, both implemented by the World Tourist Organization (WTO).

The ratio of the results clearly outlines a tendency for the organization of sports services on the beach to be evaluated with good grades. The same tendency characterizes the way tourists evaluate the organization of sports services offered outside the beach (Fig. 2). Here again, resort 1 is more highly evaluated as compared with resort 2.

According to the third criterion, organization of sports animation schedules, the highest percent of the informants (50.6%) have

![Table 1. Quality evaluation of sports animation services](image1)

The comparison between resort 1 and resort 2 as regards the evaluation of the organization of sports services on the beach shows that services in resort 1 are better (excellent – 14%; very good – 24%; good – 53%; fair – 8%; poor – 1%) than those in resort 2 (excellent - 11.0%; very good – 22.0%; good - 48.0%; fair – 16.0%, and poor – 3.0%) – Figure 1.
The ratio of the results clearly outlines a tendency for the organization of sports services on the beach to be evaluated with good grades. The same tendency characterizes the way tourists evaluate the organization of sports services offered outside the beach (Fig. 2). Here again, resort 1 is more highly appreciated by tourists than resort 2. The same tendency applies to the third criterion, the evaluation of sports animation specialists. This tendency is not limited to the evaluation of sports animation specialists, and the sports and entertainment services.

According to the third criterion, the evaluation of sports animation specialists, the highest number of tourists in resort 1 (64.8%) give a very good grade (40.0% of the informants) or an excellent grade (20.8% of the informants) (Figure 3).

Despite the high grades there are still tourists who think the facilities and the manner of their employment is subject to further emendation.

Table 2. Quality evaluation of sports animation facilities

<table>
<thead>
<tr>
<th>№</th>
<th>Evaluation criteria</th>
<th>Resort 1</th>
<th>Resort 2</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Evaluation level</td>
<td>Low level</td>
<td>Fair level</td>
</tr>
<tr>
<td>1</td>
<td>Sports animation facilities</td>
<td>2.1</td>
<td>11.5</td>
</tr>
<tr>
<td>2</td>
<td>Sports animation schedule</td>
<td>1.1</td>
<td>9.8</td>
</tr>
<tr>
<td>3</td>
<td>Sports animation specialists</td>
<td>1.1</td>
<td>9.3</td>
</tr>
<tr>
<td>4</td>
<td>Sports and entertainment services</td>
<td>1.1</td>
<td>7.4</td>
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64.8% of the informants in resort 1 give a good grade to sports animation facilities. 21.6% give a very good grade. The opinion of the informants in resort two follows approximately the same pattern. Despite the high grades there are still tourists who think the facilities and the manner of their employment is subject to further emendation.
given a good grade to resort 2, while resort 1 leans towards a very good grade (given by 32.4% of the informants) or an excellent grade (given by 20.8% of the informants) (Figure 3).

The survey also contains an inventory of questions that can help evaluate the quality of sports animation facilities in resort 1 and resort 2 (Table 2). It has been estimated on the basis of four criteria: the sports animation facilities, the sports animation schedule, the sports animation specialists, and the sports and entertainment services.

As per the second criterion, the quality of the sports animation schedules, the level of appreciation of the tourists in resort 1 is higher than that of the tourists in resort 2. The same tendency applies to the third criterion, the evaluation of sports animation specialists. This tendency is not surprising considering the fact that the quality of sports animation facilities and the higher professionalism of sports animators undisputedly leads to a richer assortment of sports animation activities and schedules.

The visitors to both resorts have a good appreciation of the quality of sports animation services.

CONCLUSIONS

Based on the analysis of the results of the survey the weak and strong points of the sports animation services offered in the two resorts can be outlined as well as the ensuing opportunities and threats. The strong points are related to the economic benefits for the resorts that invest means and resources in sports animation. In other words, the money invested in increasing the popularity of sports animation services provides a higher quality of the sports animation product as a whole.

Based on the results of the survey, the major weaknesses are, on the one hand, the insufficient level of satisfaction of the tourists from the facilities available, and on the other, the inadequate qualification of sports animation specialists.

The opportunities for the improvement of the quality of sports animation are related to:

- The amelioration of the investment policy concerning the modernization and the restructuring of the sports facilities;
- The implementation of a modern approach to sports animation activities;
- The establishment of a qualification system and requirements for the preparation of sports animators;
- The major threats are related to the low number of qualified professionals as well as their mobility.

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KAVALITATIVNA OCEVENKA NA SPORTSKO-ANIMIRANITE USLUGI

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(Prethodno soobštenje)

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Abstract
This work treats the sports-animating activity and evaluation of its quality on the basis of proposed sports-animating conditions. For the evaluation of the goal of the research, a survey was applied on tourists in two tourist complexes. This was realized in a non-standardized survey. The example of the interviewees consists of 150 tourists who were selected in accordance with the principle of randomness. Analysis of the results of the research gives the possibility for the creation of conclusions for the strong and weak sides of sports-animating services given in two tourist complexes, as well as for the real possibilities that arise from this in view of the dangers.

КЛУБНИ ЗБРОВИ: МЕТОДА НА АНКЕТИРАЊЕ, ЈУРИЗАМ, МОРСКИ ЈУРИСТИЧКИ ОДМОРЛИШТА

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