**INTRODUCTION**

In the system of the sports animation the P.E. teacher has a leading role in its management and development in the children at the primary school. They are the specialists who suggest, encourage and stimulate the children to take part in an animation programme. The animator in the infant and primary school can be a sports manager, instructor, dance teacher, judge, mountain guide etc.

Today the animation in the primary school, naturally, is a factor for enhancing the rate of children satisfaction of movement, sports, knowledge and entertainment. According to Dimitrov (2009), “In its essence the sports and entertainment product can be regarded as a complex of material, personal and organizational conditions under which through physical and psychological activity children attain positive emotions and satisfaction. A base for realization of this product are the specific children facilities for sports and entertainment, qualified animators etc.” The preparation, the qualification and the organization of labour of animation staff are defined as one of the intensive factors for functioning and development of physical education and sports. According to Bankov (2005), “The personnel provision of children animation means a correlation of social-pedagogic, programme-methodic, material-technical and organization-management among children.”

Sandansky (2006), summarizes the aspects of the sports product. He argues that “The sports product is immaterial, short term, subjective, based on experience”. The research is an important part of the marketing research of children animation. According to Tzolov (2008), “The main purpose of the research is studying of the customer’s demand of a specific sports product” According to Dimitrov (2004), “The sports and anima-
tion programme should be flexible appropriate to the available sports facilities, the climate and the age of the children.”

Subject of research are the children from the primary schools on the territory of the municipality of Bourgas. The scientific research is carried out in 2011-2012. The range is 95.8% of the children in the primary school (I, II, III and IV grade). The most actual issues connected to the sports personnel in the alternative pedagogic technologies as sports animation in the primary school are discussed.

The goal of the scientific research is the sports personnel carrying out sports and entertainment animation in leisure time of the children from primary schools.

Toward realization of the goal the research team set the following tasks:

1. Studying the condition of the sports staff occupied with animation in the primary school. Conclusions and suggestions.

METHODS

The total number of the researched people is 1042. Of them primary school children 944 and sports personnel - 98 people. Children who took part in the research are divided as follows: I grade – 234 children, II grade – 230 children, III grade – 238 children, IV grade – 242 children.

The organization of the research went through three stages:

a) preparatory stage – preparation of indices, tables, schedules, value scale;

b) research stage – research of staff occupied in different animation activities; quality record of the personnel.

c) final stage – calculations, presentations of figures and tables, conclusions and suggestions.

The scientific research team used in their work the following methods: inquiry, interview and observation.

RESULTS

The animation activity in 10 schools on the Burgas manusipality was analysed. There are four indexes: a) cultural – cognitive animation;

b) sports – entertainment animation;

c) creative animation;

d) game – adventure animation.

A comparative analysis of using free types of animation in the schools is made. The preferring children animation type from the first to fourth grade is “sports – entertainment animation”. The obtained percentages are from 30.4% to 31.0%. A list of ranked primary schools is:

1) “Vassil Levski” school - 31.0%; 2) “Georgi Benkovski” school - 30.9%, 3-4) “Lyuben Karavelov” school- 30.7% and “Nayden Gerov” school – 30.7%; 5-6) “Elin Pelin” school - 30.6% and “Anton Strashimirov” school – 30.6%; 7-9) “Petro Beron” school- 30.5%, “St. Kliment Ohridski” school - 30.5% and “Peyo Yavorov” school - 30.5%;

On the second rank is “game – adventure animation”. The percentage range of the results are the lower than the first one: from 27.8% to 29.1%. A list of ranked Primary school is: “Elin Pelin” school- 29.1%, “Lyuben Karavelov” school- 28.7%, “Petro Beron” school-28.6%, “Georgi Benkovski” school – 28.5%, “Vassil Levski” school - 28.4% etc. On the third rank is “creative animation”. It is popular among 7 – 10 years old.

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The percentage range of the results are:
1) “St. Kliment Ohridski” school - 20.2%; 2-3) “Anton Strashimirov” school – 20.1% and “Vassil Levski” school - 20.1%; 4-5) “Petro Beron” school - 20.0% and “Peyo Yavorov” school - 20.0% etc.

These four type of animation are popular in primary schools. Their rank is:


The majority of the children prefer to do the sports, sports and entertainment games, gymnastic exercises, as well as the competitive games. The best effect of children animation is increasing of the integrity of its supply in the primary school and therefore the higher content of children’s wishes. The supply of attractive product increases the attendance and attracting new visitors.

Sports and entertainment animation as well as the game and adventure correspond to the increasing urge of children towards their development. The enrichment of the entertainment activity in the primary school adequately widens its forms and possibilities. Thus it shows in the structure of the animation activities as a separate and socially important component corresponding to the activity. According to the age characteristic of each child from seven to ten years old points that the necessity of movement and motive activity is different and therefore a variety in children animation type is required.

An important part of children animation are the personnel. The research team studied the issue in six schools on the territory of Municipality of Bourgas. The results are shown on fig.3. The results in percentage are ranged by seven indices.

An important part in children animation is the staff. The research team studied the issue in six schools on the territory on Municipality of Bourgas. The results are shown on fig.: 3. The percentage results are for seven indices. According to Dimitrov (2009), „Sports and entertainment activity in the primary school adopts the marketing concept as philosophy and the sports staff should understand and take it as an attitude.”
The highest percentage values are in the third “Is it necessary qualification /courses in animation” (from 67,3% to 71,5%). The teachers in the primary schools want to take course in animation. The percentage is increasing in the schools where PE and sports classes (first – fourth grade) are taught by teachers who are not qualified in PE. Animation teachers want to study management, human physiology, marketing, pedagogy, psychology, organisation and technology of animation etc.

To the question “In what part of the animation activity do you find difficulty?”), the highest values are in the first option “Systematic preparation of personnel” (from 40,3% to 42,5%). The ranging of the studied schools is as the following: “Georgi Benkovski” School - 42,5%, “Lyuben Karavelov” School - 41,4%, “P. R. Slaveikov” School - 42,2%, “Vasilis Aprilov” School - 40,9%, “Elin Pelin” School - 40,7%, “Bratya Miladinovi” School - 40,3%. Second option „Technical preparation“ is in the range from 34,6% to 37,5%.

The arrangement of the schools is as follows: “Elin Pelin” School - 37,5%, “Vasilis Aprilov” School - 37,0%, “Georgi Benkovski” School - 36,9%, “Lyuben Karavelov” School - 36,8%, “P. R. Slaveikov” School - 36,3%, “Bratya Miladinovi” School - 34,6%. On third place is „Organisational preparation“ of personnel in animation activity (from 29,8% to 30,7%). In this option the schools are ranged as follows: “Lyuben Karavelov” School - 30,7%, “P. R. Slaveikov” School - 30,5%, “Georgi Benkovski” School - 30,4%, “Vasilis Aprilov” School - 37,1%, “Elin Pelin” School- 29,9%, “Bratya Miladinovi” School - 29,8%.

The next three indices according to the average percentage result arranged by the following order: 1) „Would you like to take a Master degree in animation?“ - 32,18%; 2) „How do you cope with the preparation of animation documentation” - 21,62%; 3) „Do you prefer the animation programmes for children of different age – 7 years old, 8 years old, 9 years old, 10 years old“ - 20,70%.

According to the studied resource - „Would you like to take a Master degree in animation?“ the schools arranged by the following order: “Lyuben Karavelov” School - 33,5%, “Elin Pelin” School - 33,0%, “Georgi Benkosky” School - 32,3%, “Vasilis Aprilov” School - 31,9%, “P. R. Slaveykov” School - 31,8%, “Bratya Miladinovi” School - 30,6%. The next index is “How do you cope with the preparation of animation documentation”. The animation personnel gives the following results: “Vasilis Aprilov” School - 22,6%, “P. R. Slaveykov” School - 22,5%, “Lyuben Karavelov” School - 22,0%, “Bratya Miladinovi” School - 21,7%, “Elin Pelin” School - 21,5%, “Georgi Benkosky” School - 21,4%.

The last index „Do you prefer animation programmes for children of different age – 7 years old, 8 years old, 9 years old “ is with the lowest values. The order of the schools that took part in the research is by the following order: “Vasilis Aprilov” School - 21,5%, “P. R. Slaveykov” School - 21,1%, “Elin Pelin” School - 21,0%, “Lyuben Karavelov” School - 20,4%, “Georgi Benkosky” School - 20,3%, “Bratya Miladinovi” School - 20,1%.

CONCLUSIONS

1. According to the animation activity in the primary schools (“cultural and educational animation”; „sports and entertainmentl animation”; „creative animation”; and „game and adventure animation”) the researched ten schools on the territory of Municipality of Bourgas are by the following order : 1). “Vassilis Aprilov” School - 28,5%; 2-3). “Vassilis Levski” School - 28,4%, “Anton Strashimirov” School - 28,4%; 4-5). “Peyo Yavorov” School and “Lyuben Karavelov” School - 28,3%; 6-7-8). “Georgi Benkosky” School, “Elin Pelin” School and “Petur Beron” School - 28,2%; 9-10). “Nayden Gerov” School and „Kliment Ohridsky” School - 28,1%. 2. The four kinds of animation in the schools are in the following order: 1). „sports and entertainmentl animation“ - 30,63% (“Georgi Benkosky” School - 30,9%, “Lyuben Karavelov” School - 30,7%, “Nayden Gerov” School - 30,7% etc.); 2). „game and adventure animation“ - 28,37% (“Elin Pelin” School - 29,1%, “Lyuben Karavelov” School - 28,7%, “Petur Beron” School - 28,6% etc.); 3). „creative animation“ - 20,90% (“Nayden Gerov” School - 21,6%, “Peyo Yavorov” School - 21,5%, “Elin Pelin” School - 21,4%, “Kliment Ohridsky” School - 21,4% etc.); 4). „cultural and educational animation“ - 20,10% (“Kliment Ohridsky” School - 20,2%, “Anton Strashimirov” School - 20,1%, “Vassilis Aprilov” School - 20,1% etc.).

3. The sports and animation personnel in the schools arrange the issues are positioned by the following order: • „Do you need qualification courses in animation” 69,75% - “Georgi Benkosky” School - 71,5%, “Vasilis Aprilov” School - 70,8%, “P. R. Slaveykov” School - 70,5% etc.; • „In which part of the animation activity do you find difficulties?” – a) „Preparation and methods“ - 41,17% - “Georgi Benkosky” School- 42,5%, “Lyuben Karavelov” School - 41,4%, “P. R. Slaveykov” School - 41,2% etc.; • „In which part of the animation activity do you find difficulties?” – b) „Technical preparation“ - 36,52% - “Elin Pelin” School - 37,5%, “Vasilis Aprilov” School - 37,0%, “Georgi Benkosky”School- 36,9% etc.; • „Would you like to take a Master degree in animation?“ 32,18% - “Lyuben Karavelov” School - 33,5%, “Elin Pelin School” - 33,0%, “Bratya Miladinovi” School - 32,3% etc.; • „In which part of the animation activity do you find difficulties?” – c) „Organisational preparation“ 30,23% - “Lyuben Karavelov” School - 30,7%, “P. R. Slaveykov” School - 30,5%, “Georgi Benkosky” School - 30,4% etc.; • „Do you prefer animation programmes for children of different age – 7 years old, 8 years old, 9 years old, 10 years old.” 20,70% - “Vassilis Aprilov” School - 21,5%, “P. R. Slaveykov” School - 21,1%, “Elin Pelin”
Sports personnel management requires broad preparation. Sports personnel should know not only the subject of management (children from first to fourth grade) but also have reached some knowledge degree in development and realization of different animation programmes (evaluation tests of sports staff in animation activity):
- Knowledge in the different kinds of animation,
- Skills in preparation of the necessary animation documentation
- Education and development ambitions of sports personnel
- Skills in preparation of animation programmes for children of different age
- IQ tests for the staff
- Individuality tests – motive ability

REFERENCES


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