

SPORTS ANIMATORS' EDUCATIONAL PROFILE

(Preliminary communication)

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Abstract:

Training and teaching of individuals who make and provide tourist activities (sports animation in particular), are the main determine factors of the quality of the tourist (sports animation) product. Seeking of opportunities about improving of sports animators' teaching and training is a target of various surveys made in different scientific fields. Main purpose of this survey is to find out quality of sports animators'. Within the frame of this research the method of surveying has been used. Within the frame of this research the method of surveying has been used. For its purpose 64 animators working in four-star hotels in the resorts. Percentage of people who do not have got professional teaching in the field of the sports animation is quite high – 42,55%.

Keywords: *quality sports animation services, professional training, educational and professional preparation, method of survey, education level, percentag*

INTRODUCTION

Human factor determines basic features of tourist product because it takes part in the whole process of its creation and realization. Thus competitiveness in the tourist activities is very dependent of professionals' education, their teaching and training as well as their personal qualities. G. Thompson predicted 20 years ago: „Human resource will become one of the most important advantages of the companies, simply because all other sources of competitiveness will have already been disappeared.” (Thompson 1981). Therefore every single activity in the tourist business is related to finding, teaching and training of highly qualified professionals. Confirmation of the „animation” phenomenon is mutual related to the quality of sports animators' preparation (animators are subjects in that activity), and this „affects contents of the tourist product as well as its shape and offering. It makes changes in the methods and ways of its realization, in tourist professionals' behavior and way of thinking.” (Гърков 2006). This on its part leads to the necessity of permanent achievement of new knowledge and skills that make shape of the modern competent and strategic human resource.

Achieving of high quality of animation activity is a long and difficult process and depends mostly on sports animators' training and competence. It is possible

only if the teaching is excellent and it is followed by courses giving additional training for achieving better qualifications. Having in mind the fact that education is permanent process which continues during the whole person's life, a competence approach presented in every educational level successfully has taken place for few years now. In this way it becomes possible sports animators' professional training to be directed from simply achieving „knowledge for life to master competences during the whole life” (Цанков Генкова 2009). Thus according to N. Tsankov it is made an attempt for solving problems related to improving quality and effectiveness of modern education, accepted as „directed towards practice process”, as an important “economic potential” (Цанков Генкова 2009). This is the way one of the basic problems related to tourist professionals' (sports animators') teaching to be solved, that is: practical needs do not have enough effect on education so these professionals are enabled to participate adequately this practice.

Quality of sports and animation services depends on sports animators' educational profile. Searching of ways for its improvement demands study and detailed analysis of its determinants: educational level, field of professional training, professional teaching and level of achieved theory and practice preparation.

METHODS

Main components of the methodology of this survey are related to its design and realization and follow researching idea and vision. Main purpose of this survey is to find out quality of sports animators' training and teaching professional preparation and subject of researching is their educational profile.

Within the frame of this research the method of surveying has been used. For its purpose 64 animators working in four-star hotels in the resorts „Golden Sands” and „St. St. Constantine and Elena” were chosen accidentally.

RESULTS

Sports animator's quality of education and professional training is determining for showing professionalism and adaptation in conditions of a real work environment. Results of the survey give us the following information: 12,5% respond that they have graduated secondary-school while 25% - professional secondary school (Table 1). Percentages of those who have „Bachelor” and „Master” university degree are respectively 37,5% and 25%. Having in mind these results it can be concluded that teaching and training of animators in the Bulgarian educational system is partially presented in various specialties but does not exist as a separate subject or major.

Table 1. Education

Education	Percentages
Secondary School	12.50
Professional secondary school	25.50
Higher education (Bachelor)	37.50
High education (Master)	25.00

Answer of the question about specialties gives more detailed information about educational profile of the sports animators taken part in the survey (Table 2).

Table 2. Specialities

Specealities	Percentages
Tourism	50.00
Economics	20.83
Pedagogy	16.67
N/A	12.50

Data based on this index show that the most are people graduated with specialty „Tourism”, i.e. 50%, where tourist animation is taught. Those graduated with

specialty „Economics”, i.e. 20,83%, also choose to work as sports animators. During the process of their study they get skills and knowledge that give them opportunity to occupy this position. People pointed „Pedagogy” as their major, i.e. 16,67%, have been chosen sports animation as a field of professional realization, where the straight contact with tourists is of essential importance of offering the sports and animation product.

In order to improve their professional qualification 20,82% have invested time and efforts in professional courses (Table 3). Other 12,5% have been taught and trained in companies dealing with animation activities. 16% have got their professional teaching and training in the field of the sports animation at university and 8,18% - at college.

Table 3. You have got professional teaching and training in “sport animation”

Professional training	Percentages
Professional course	20.82
College	8.13
Uneven	16.00
Provided by your Employer	12.50
I do not have	42.55

Percentage of people who do not have got professional teaching in the field of the sports animation is quite high – 42,55%. Conclusion of all is that apart from the big variety of schools in which the respondents say they have got their professional preparation, emphasis should be put on the issue about seeking opportunities for writing and integrating multi-level educational programs for teaching and training of sports animators.

Theoretical and methodological preparation of students is a guarantee of their full valued and adequate realization. Interviewed sports animators assess their theoretical and methodological preparation as excellent – 23% and very good – 48% which shows a high level of satisfaction. Apart from the high level of the self-assessment of the preparation, the question about its correspondence and correlation with European educational and professional teaching and training standards is still open.

Innovation and fast development are distinctive features of sports animation – features which put high criteria for teaching and professional preparation of specialists. Getting precise information after regular studying of sports animators' educational profile as well as the level of their professional preparation is determining for regular projecting, organizing and realization of education in all degrees and levels.

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