Theme: SPECIFICITY of DEVELOPMENT of ANIMATION PROGRAMS FOR CONSUMERS of Spa products

In recent years, leisure activities can be a significant change. This is due to the experience abroad, as well as increase educational and cultural level of the population, introduction of new technologies and the entertainment industry. Animation of the resort is the service, pursuing the main goal of improving the quality of service, and at the same time is a form of advertising, promotion of the resort on the market. The unresolved question of leisure has a negative impact on the image of the town, and, consequently, on financial-economic indicators. Today there is a need for new forms and methods of organization of leisure in the Russian sanatorium-resort complexes. All of the above determines the relevance and timeliness of topics.

The aim of this work was to study the role of animation in the Spa industry, its socio-psychological and aesthetic characteristics, as well as to perform specific features of the organization of entertainment activities in the Spa complex.

Tasks:
1. To define the concept, types and forms of modern entertainment;
2. To determine the value of animation and the role of the animator in the activity of sanatorium-resort enterprises;
3. To analyze the technology and features of development of social and cultural programs for consumers and resort product;
4. To give a General characteristic and describe the types of animation services in the sanatorium "Mashuk Aqua-Therm".
5. To make the analysis of infrastructure of entertainment and organization of entertainment services in the sanatorium "Mashuk Aqua-Therm".
6. To develop the concept of organization of work of the animation service in the sanatorium "Mashuk Aqua-Therm".

Conclusions:
1. Considering the service at the resorts, it is impossible to imagine the resort without the organization in this animation. Filling recreation of my free time, man restores himself as a labor unit. In addition, good animation resort hotels increases their prestige and relevance.
2. In the development of thoughtful and diverse socio-cultural animation programs in the Spa enterprise is the most restorative and health benefits for the consumer of Spa products. However, in this case entertainment services should work closely with physicians.
3. In recent years, in the organization of leisure activities significant changes occur. This is due to: experience abroad; increasing educational and cultural level of the population; the introduction of new technologies in the entertainment industry; changes in the structure of use of free time. Upgrade entertainment services should become a strategic objective of the management of the sanatorium.
The basis of this modernization should be put a well thought out, based on economic calculations, the concept of entertainment activities, including innovative, creative and professional organization of entertainment events, based on the Director's programme and marketing analysis of consumer market and identify the needs of serviced segments.

4. According to the analysis we have developed a draft concept of the activity the animation service of the sanatorium "Mashuk Aqua-Therm" and identifies possible future directions of the initial stage of development of entertainment activities. Developing the Concept, we tried to take into account that high-quality animation- this is another opportunity to give a person physiologically, psychologically, to rest, to relax, to disconnect from work and everyday problems.