Title: "Improvement of work of sector of entertainment, leisure and sport (for example, the PSCC "Mashuk Aqua-Therm", Zheleznovodsk)".

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Topical Importance. Activities Spa enterprises are mainly aimed at providing a variety of ways to meet ever-changing needs of the population.

However, interest is already quite experienced receiver services only new creative programs for leisure activities. A large variety and diversity of available leisure services necessitates a special approach to the choice of a particular program. Thus, leisure is a system of measures for creation and implementation of programs for spending leisure time tourists, entertainment and sports involvement. She also is a basic on-Board cultural and leisure program. In turn, leisure activities are defined as a type of activity that is evident.

The urgency of the problem of leisure lies in its cultural and economists-whom aspects such as accelerated product innovation and change Assortment of services is a necessary and main condition for the survival of tourism firms in the market. Leisure activities – types of recovery not only in tourist-ing, but in sports, festivals, ceremonies, and other types of leisure-time person. The relevance of the selected themes identified the purpose of the work.

Targets of work of writing the final qualifying work is the study and analysis of the organization of leisure activities in resort enterprises.

Tasks:

1) expand the concept of "leisure" and "entertainment";
2) to study features of the organization of leisure activities in the Spa enterprise;
3) to consider the requirements for functional duties of staff of leisure services;
4) give a General characterization of the sanatorium-resort enterprises of the PSCC "Mashuk Aqua-Therm";
5) analyze the organization of animation services of Spa businesses;
6) to develop proposals on optimization of the organization of leisure services.

**Theoretical value and practical applicability** of the study consists of textbooks, Newspapers and magazines. As the initial information base and work involved theoretical materials by various authors. In this study we used the works of such famous authors as I. M. Asanova, S. O. Deryabina, V. Ignatiev, V. Sorokin, A. V. Garanin, N. And. Valeyeva S. V. Ovcharov, I. E. Bocharova, E. R. Orlova, E. P. Miller, O. N. Timofeev, N. In. Dmitrieva, N.. Zaitsev, S. V. Ogneva, R. N. Ushakov and many others.

**The results:** the study formulated the animation "Therapeutic exercise: a mother and child." Animation took place on the territory of the PSCC "Mashuk Aqua-Therm", Zheleznovodsk.

**Implementation advice.** The materials and the results of this study can be used in the reading courses and special courses on technology and organization of hotel business and when writing student research papers on related subjects.