

Originalni naučni rad

KVANTITATIVNA ANALIZA REKREATIVNIH PROGRAMA ANIMACIJE U TURIZMU

UDK 338.482:316.648 ; 613.74-057.68

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Apstrakt: Cilj rada bio je da se analizira učestvovanje turista u programima animacije rekreativnih aktivnosti u toku dana u paketu turističkih usluga apartmanskog tipa za turiste koji letuju u Grčkoj, odnosno da li postoje razlike u učestvovanju u pojedinim aktivnostima između muškaraca i žena. Indirektno, na osnovu dobijenih rezultata potrebno je utvrditi da li programi animacije treba da budu kao celina i/ili treba da se planiraju i provode posebno za muškarce, a posebno za žene. Takođe, jedan od ciljeva je i da se utvrdi postojanje razlike u programima animacije tokom višegodišnjeg praćenja.

Gljučne reči: *rekreacija, animacija, turizam, programi*

UVOD

Glavni zadatak rekreativnih programa je ostvarivanje pozitivnog uticaja na zdravlje i na pojedine sisteme čoveka (Astrand, 1999). Međutim, pojedini programi imaju sasvim drugačije zadatke. To su programi sportsko-rekreativnih aktivnosti koji se realizuju u turističkoj ponudi, programi animacije. Animacija predstavlja sastavni deo turističke ponude koja doprinosi obogaćenju te ponude. Animacija kao delatnost ima cilj da oživi turističku ponudu novim sadržajima i da podstakne goste da učestvuju u tim sadržajima (Mitić, 2001). Aktivan odmor kao potreba savremenog čoveka, kojem nedostaje fizička aktivnost i kontakt sa

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prirodom, postaje sinonim turističkog odmora (Bogosavac, Jovanović i Dragosavljević, 2012).

Pojam animacije dolazi od latinske reči anima - soul, duša, i animare - oživljavanje nečega, uzdizanje, motivisanje. Kao rezultat mnogi autori uzimaju sledeće aspekte: zabava, razonoda, opuštanje, relaksacija, uživanje, aktivan odmor, aktivno vežbanje, otvorena komunikacija itd.

Finger & Gayler (2003) navode da je animacija u turizmu, od strane jedne osobe (animatora), izgovorena prijateljska, vesela, ljubazna, srdačna, atraktivna molba, poziv, ohrabrenje za zajedničko druženje kroz bilo koju aktivnost turista u njegovom slobodnom vremenu na godišnjem odmoru, koja ga privlači do trenutka dok se odvija kroz zajedničko delovanje sa ostalim ljudima i sa željom za upoznavanjem novih doživljaja. Po Mitiću (2000) animacija jeste podsticanje ljudi da aktivno provedu vreme na odmoru. To je takođe i zabava u toku slobodnog vremena.

Glagol animirati može značiti podstaći, raspoložiti, podsticati volju za nečim. Animacija je, dakle, nadahnuće, oživljavanje (Cerović, 2008). Ovaj autor predstavlja animaciju kao motivisanje gostiju da što potpunije koriste ponuđene programske sadržaje s ciljem da se postignu ekonomski i drugi efekti.

Uloga animatora u ovom procesu je vrlo bitna. Cerović (2008) navodi da jedna od uloga animatora u turizmu mora biti i uloga motivatora. Autorka Nestorovska (2005), navodi Krippendorfa i ukazuje na značajnost animacije. Značajnost animacije je velika u svakoj ponudi naročito kada se turisti sreću sa novim mestom i u uspostavljanju komunikacije sa drugim turistima. U ovoj novoj sredini potreban je neko ko će da ih animira da se oslobode i da uspostave međusobne odnose. Takođe, Nestorovska (2005), navodi i povezanost termina *guest relation* (odnosi sa gostima) i *leisure organization* (organizacija slobodnog vremena) sa animacijom. Oba ova termina su povezana sa sadržajem o organizaciji slobodnog vremena kao značajnog faktora u turističkim ponudama.

Promene u turističkoj ponudi javile su se osamdesetih godina 20. veka, kada je porastao interes potrošača za turističkim proizvodima i porastao broj turista. Takođe, paralelno sa ovim promenama došlo je i do promena potreba turista. Potrebe i interesi turista su postali sve raznovrsniji (Vukonić, 1998), a kao novi oblik turističke ponude javili su se programi animacije.

Programi animacije u turističkoj ponudi predstavljaju objektivnu potrebu na turističkom tržištu (Bartoluci, 2003). Vrlo često su i motiv za putovanje na određenu turističku destinaciju. Slične tvrdnje dobili su i Kurtzman i Zauhar (1997). Oni ukazuju da sportsko-rekreativne aktivnosti mogu biti značajan motiv turističkih kretanja. Karakteristika ovih sportsko-rekreativnih programa je da se mogu oblikovati prema zainteresovanosti turista, pa se sadržaji mogu birati prema slobodnom izboru ili mogu biti organizovani oblici. Bartoluci i Andrijašević (2006) navode da različite društveno zabavne igre i aktivnosti

upotpunjuju sportsko-rekreativne programe zblizavajući ljude kroz prizmu zabave.

Istraživanjima se došlo do saznanja da su potrebe turista sve više vezane za aktivno učestvovanje turista u različitim sportsko-rekreativnim programima koji im se pružaju kao deo turističke ponude. Potrebno je napomenuti da prosečni turista ima veoma malo interesovanja za takmičenje i da se naglasak mora staviti na igre i na sportske aktivnosti, a ne na postignute rezultate (De Knop, 1990). Cilj je zadovoljiti potrebe turista tokom boravka u turističkoj destinaciji (Bartoluci, 2003). Istraživanjem odnosa prema sportsko-rekreativnim sadržajima kao delu turističke ponude, kao i na potrebu poboljšanja istih bavili su se Bogosavac, Jovanović i Dragosavljević (2012). Autori su zaključili da dobijeni rezultati ukazuju na pozitivan odnos, a da se statistički značajno razlikuje odnos ispitanika različite stručne spreme. Utvrđeno je da pozitivan odnos iskazuju ispitanici sa višom stručnom spremom u odnosu na one sa nižom. Uočeno je da postoji potreba za povećanim učešćem kvalitetnih sportsko-rekreativnih programa koji će naći svoje mesto u turističkoj ponudi. Plavša (2007) u svojoj studiji navodi da u Velikoj Britaniji čak 26% ispitanika navodi sportsko-rekreativne aktivnosti kao glavnu svrhu svog putovanja, od čega je 12% domaćih turista, koji su uključeni u odmore sa sportskom aktivnošću. U Švedskoj se 8,4% domaćih turista opredeljuje za aktivne odmore i još 7% njih koji su se slučajno uključili u tzv. "aktivne opcije" prilikom odmora. Slični podaci dobijeni su i za Nemačku (18% populacije razmatra sportske mogućnosti kada se opredeljuje za odmor ili određenu destinaciju). Nemački turisti koji se odluče za turistička putovanja žele da im se omogući plivanje (68%), dobro markirana mreža staza pogodna za šetnju (56%), dok 26% preferira igre sa loptom i druge sportove vezane za kretanje (De Knop, 1990). Isti autor navodi da su u Flandriji najzastupljenije aktivnosti hodanje (59,6%) i plivanje (42,2%). Slične rezultate dobili su i Bogosavac i Dragosavljević (2013). Ovi autori navode da najveći broj posetilaca u turističkoj ponudi preferira plivanje. Isti autori navode da su osim plivanja, veoma atraktivne aktivnosti u toku odmora pešačenje u prirodi i vožnja bicikla. Autori zaključuju da je plivanje jedno od osnovnih sportsko-rekreativnih aktivnosti koje treba da bude sastavni deo turističke ponude određene destinacije. Slične rezultate dobila je i Škorić (2006), koja navodi da ispitanici tokom svog boravka u Istri najčešće plivaju (68,3%), bave se aktivnostima u prirodi (43%), tenisom (26,8%), ostalim aktivnostima u/na moru (26%), biciklizmom (22%), sportskim igrama (20%) itd.

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METOD

Tokom šest godina prikupljanja podataka kao osnovna metoda istraživanja koristila se longitudinalno empirijsko-neeksperimentalna metoda ili tzv. survey metod. Korišćenjem survey metode u naučnom istraživanju zahteva se odabiranje reprezentativnog uzorka, a time se ostvaruje mogućnost generalizacije dobijenih rezultata, tj. mogućnost zaključivanja s uzorka na populaciju. Ispitivanje je izvršeno transverzalno, odnosno ispitivana je populacija turista u turističkoj sezoni u toku šest godina.

Uzorak ispitanika

Uzorak ispitanika činilo je 713 osoba od kojih je 419 bilo ženskog i 294 muškog pola. Ispitanici su boravili u Kasiopiju na Krfu u okviru aranžmana dve turističke agencije iz Srbije u periodu od maja do oktobra. Ispitanici su gosti tj. turisti koji dolaze iz različitih socijalnih okruženja i posećuju Kasiopi, kao mesto za odmor.

Svim aktivnostima koordinisali su dugogodišnji stručnjaci iz oblasti animacije rekreativnih programa. Realizatori su prošli obuku Beogradske škole za animaciju u okviru Kadrovskog centra Fakulteta za sport i fizičko vaspitanje u Beogradu i Udruženja stručnjaka za rekreaciju i usmerenje rekreacije Visoke sportske i zdravstve škole iz Beograd.

U Tabeli 1 prikazane su osnovne karakterisitke uzorka uključenog u istraživanje.

Tabela 1. Karakteristike uzorka

	Male	Female	Total
	Frq (%)	Frq (%)	Frq
2007	7 (18.4)	31 (81.4)	38
2008	48 (37.8)	79 (62.2)	127
2009	41 (41.4)	58 (58.6)	99
2010	36 (45.0)	44 (55.0)	80
2011	102 (52.8)	91 (47.2)	193
2012	60 (34.1)	116 (65.9)	176
Total	294	419	713

Uzorak mernih instrumenata

Za potrebe istraživanja korišćena je tehnika anketiranja i skaliranja. Korišćen je upitnik koji je koristio Ivanovski (2005) u svom istraživanju. Samo istraživanje je bilo u toku letnjih sezona. Ankete su podeljene gostima koji dolaze iz Srbije. Uz svako od pitanja nalaze se i ponuđeni odgovori. Korišćen je sistem trostepene Likertove skale. S obzirom na to da se radi o skali u kojoj se opisuju aktivnosti kod kuće i na odmoru, uzeta je subjektivna procena o navedenim aktivnostima. Obrađena su pitanja koja su direktno u vezi sa našim istraživanjem.

Programi animacije

Programi animacije bili su sastavni deo aranžmana. Realizovana je soft animacija (Ivanovski, 2015). U prepodnevim časovima sprovodilo se: jutarnje vežbanje, pilates, škola plivanja, joga, dok su u popodnevnim časovima bile ponuđene sledeće aktivnosti: akvabik, odbojka, frizbi na plaži, škola plesa, fudbala, košarke. U večernjim terminima bili su ponuđeni kontakt večernji programi poput: karaoke, rat polova, večer plesa, kladim se i dr.

Statistička obrada podataka

Za svaki ajtem izračunati su osnovni parametri deskriptivne statistike izračunavanjem frekvencija i procenata. Za utvrđivanje značajnosti razlika između grupa muškaraca i žena, kao i razlika po godinama sprovođenja primenjen je Hi-kvadrat test (χ^2). Kao značajan uzet je nivo 0,05. Podaci su obrađeni statističkim programom SPSS, verzija 18.

REZULTATI

U Tabeli 2 prikazani su osnovni parametri deskriptivne statistike, učestalost i frekvencije odgovora za svaku aktivnost po godinama.

Tabela 2. Deskriptivna statistika

	Slobodno plivanje	Škola plivanja	Aquabic	Igre na plaži	Pilates	Škola plesa	Fudbal	Turnir u foot tenisu	Turnir u odbojki	Pikado	Slobodna šetnja	Animacija na izletu
Frq (%)												
2007	Nikad	10 (26,3)	29 (76,3)	16 (42,1)	18 (47,4)	30 (78,9)	13 (34,2)	30 (78,9)	36 (94,7)	29 (76,3)	18 (47,4)	7 (18,4)
	ponekad	6 (15,8)	5 (13,2)	15 (39,5)	10 (26,3)	7 (18,4)	13 (34,2)	5 (13,2)	1 (2,6)	6 (15,8)	8 (21,1)	15 (39,5)
	redovno	22 (57,9)	4 (10,5)	7 (18,4)	10 (26,3)	1 (2,6)	12 (31,6)	3 (7,9)	1 (2,6)	3 (7,9)	12 (31,6)	30 (78,9)
2008	Nikad	51 (39,8)	110 (85,9)	97 (75,8)	53 (41,4)	104 (81,2)	70 (54,7)	96 (75,0)	118 (92,2)	98 (76,6)	83 (64,8)	40 (31,2)
	ponekad	14 (10,9)	14 (10,19)	22 (17,2)	52 (40,6)	18 (14,1)	40 (31,2)	21 (16,4)	6 (4,7)	22 (17,2)	32 (25,0)	47 (36,7)
	redovno	63 (49,2)	4 (3,1)	9 (7,0)	23 (18,0)	6 (4,7)	18 (14,1)	11 (8,6)	4 (3,1)	8 (6,2)	13 (10,2)	70 (54,7)
2009	Nikad	43 (43,4)	87 (87,9)	86 (86,9)	36 (36,4)	74 (74,7)	76 (76,8)	83 (83,8)	95 (96,0)	78 (78,8)	86 (86,9)	35 (35,4)
	ponekad	15 (15,2)	12 (12,1)	11 (11,1)	38 (38,4)	15 (15,2)	18 (18,2)	13 (13,2)	4 (4,0)	16 (16,2)	13 (13,1)	34 (34,3)
	redovno	41 (41,4)	0 (0,0)	2 (2,0)	25 (25,3)	10 (10,1)	5 (5,1)	3 (3,0)	0 (0,0)	5 (5,1)	0 (0,0)	41 (41,4)
2010	Nikad	39 (48,8)	69 (86,2)	71 (88,8)	39 (48,8)	70 (87,5)	62 (77,5)	58 (75,2)	77 (96,2)	61 (76,2)	65 (81,2)	36 (45,0)
	ponekad	14 (17,5)	11 (13,8)	8 (10,0)	29 (36,2)	6 (7,5)	17 (21,2)	17 (21,2)	2 (2,5)	13 (16,2)	11 (13,8)	20 (25,0)
	redovno	27 (33,8)	0 (0,0)	1 (1,2)	12 (15,0)	4 (5,0)	1 (1,2)	5 (6,2)	1 (1,2)	6 (7,5)	4 (5,0)	31 (38,8)

	nikad	129 (65,2)	179 (90,4)	182 (91,9)	133 (67,2)	166 (83,8)	172 (86,9)	170 (85,9)	181 (91,4)	176 (88,9)	174 (87,9)	105 (53,0)	76 (38,4)
2011	ponekad	26 (13,1)	14 (7,1)	10 (5,1)	41 (20,7)	26 (13,1)	20 (10,1)	17 (8,6)	14 (7,1)	19 (9,6)	20 (10,1)	36 (18,2)	39 (19,7)
	redovno	43 (21,7)	5 (2,5)	6 (3,0)	24 (12,1)	6 (3,0)	6 (3,0)	11 (5,6)	3 (1,5)	3 (1,5)	4 (2,0)	57 (28,8)	83 (41,9)
	nikad	84 (43,5)	168 (87,0)	170 (88,1)	115 (59,6)	173 (89,6)	146 (75,6)	162 (83,9)	184 (95,3)	164 (85,0)	150 (77,7)	66 (34,2)	93 (48,2)
2012	ponekad	28 (14,5)	22 (11,4)	18 (9,3)	66 (34,2)	16 (8,3)	34 (17,6)	21 (10,9)	8 (4,1)	22 (11,4)	34 (17,6)	30 (15,5)	72 (37,3)
	redovno	81 (42,0)	3 (1,6)	5 (2,6)	12 (6,2)	4 (2,1)	13 (6,7)	10 (5,2)	1 (0,5)	7 (3,6)	9 (4,7)	97 (50,3)	28 (14,5)

Na osnovu rezultata dekriptivne statistike (Tabela 2) može se konstatovati da se za slobodno plivanje čak 37,6% ili 227 ispitanika izjasnilo kako redovno plivaju, njih 103 ili 14% je reklo da ponekad upražnjavaju slobodno plivanje. Dakle, preko 50% ispitanika plivanje navode kao dobar razlog posete turističkoj destinaciji. Kod varijable škole plivanja 10,6% ispitanika ponekad se uključilo u rad škole plivanja, a samo 2,2% ponekad. Na osnovu navedenog može se konstatovati da je veliki broj onih koji umeju da plivaju i shodno tome nije potrebna škola plivanja.

Akvabik je aktivnost postavljena na različitim bazenima u mestu Kasiopi, što može biti jedan od uzoraka male posećenosti. Samo 11,4% ispitanika ponekad upražnjava akvabik, a redovno 4,1%. Igre na plaži su aktivnost koje je čak 32,1% ispitanika upražnjavalo ponekad, dok je njih 106 ili 14,4% to činilo redovno. Iz rezultata se konstatuje da je broj aktivnih učesnika do 2011. bio preko 50% i da su to činili ponekad ili redovno. Njih 88 ili 12% je učestvovalo ponekad u pilatesu, a 31 ili 4,2% redovno. Najveći procenat učešća bio je 2009. godine (redovno je učestvovalo 10,1%, a ponekad 15,2%). Za školu plesa je zainteresovanost preko 25% (19,3% ponekad i 7,5% redovno). Za fudbal, kao aktivnost postoji umerena zainteresovanost, kao i za turnir u odbojci. Turnir u foot tenisu zauzima malu ulogu kada su u pitanju rekreativne aktivnosti. Pikado je aktivnost u kojoj se preko 20% ispitanika izjasnilo da to čine ponekad i redovno. U toku 2007. i 2008. godine u ovu aktivnost bilo je uključeno 50%, odnosno preko 30% ispitanika. Slobodno plivanje i slobodne šetnje su neki od glavnih razloga posete turističkoj destinaciji. Čak 44,3% ispitanika je reklo da upražnjava ovaj vid aktivnosti redovno, a njih 18,5% se ponekad uključuje. Animacija na izletu je aktivnost u koju su se ispitanici rado uključivali. Preko 60% ispitanika se rado uključuje u ovu aktivnost, a njih 30,8% to čini ponekad.

Razlike između muškaraca i žena u rekreativnim programima animacije u turizmu utvrđivane su pomoću Hi-kvadrat testa (χ^2) (Tabela 3).

Tabela 3. *Hi – kvadrat (χ^2) test između muškaraca i žena*

		muškarci	žene	χ^2	Cramer's V	Sig.
		Frq (%)	Frq (%)			
Slobodno plivanje	nikad	138(46,9)	203(48,4)	12,31	0,13	.000**
	ponekad	58 (19,7)	45(10,7)			
	redovno	98 (33,3)	171(40,8)			
Škola plivanja	nikad	256(87,1)	366(87,4)	0,56	0,03	.757
	ponekad	30 (10,2)	45 (10,7)			
	redovno	8 (2,7)	8 (1,9)			
Akvabik	nikad	280(95,2)	321(76,6)	45,29	0,25	.000**
	ponekad	10 (3,4)	72 (17,2)			
	redovno	4 (1,4)	26 (6,2)			
Igre na plaži	nikad	149(50,7)	230(54,9)	2,30	0,06	.317
	ponekad	105(35,7)	127(30,3)			
	redovno	40 (13,6)	62 (14,8)			
Pilates	nikad	276(93,6)	320(76,4)	38,67	0,23	.000**
	ponekad	14 (4,8)	73 (17,4)			
	redovno	4 (1,4)	26 (6,2)			
Škola plesa	nikad	248(84,4)	271(64,7)	37,34	0,23	.000**
	ponekad	39 (13,3)	101(24,1)			
	redovno	7 (2,4)	47 (11,2)			
Fudbal	nikad	184(62,6)	394(94,0)	111,91	0,40	.000**
	ponekad	77 (26,2)	15 (3,6)			
	redovno	33 (11,2)	10 (2,4)			
Foot tenis	nikad	260(88,4)	410(97,9)	31,58	0,21	.000**
	ponekad	29 (9,9)	4 (1,0)			
	redovno	5 (1,7)	5 (1,2)			
Odbojka	nikad	222(75,5)	362(86,4)	13,85	0,14	.000**
	ponekad	54 (18,4)	42 (10,0)			
	redovno	18 (6,1)	15 (3,6)			
Pikado	nikad	224(76,2)	333(79,5)	5,07	0,08	.079
	ponekad	57 (19,4)	58 (13,8)			
	redovno	13 (4,4)	28 (6,7)			
Slobodna šetnja	nikad	122(41,5)	137(32,7)	26,56	0,19	.000**
	ponekad	73 (24,8)	62 (14,8)			
	redovno	99 (33,7)	220(52,5)			
Animacija na izletu	nikad	117(39,8)	156(37,2)	0,50	0,03	.778
	ponekad	89 (30,3)	134 (32)			
	redovno	88 (29,9)	129(30,8)			

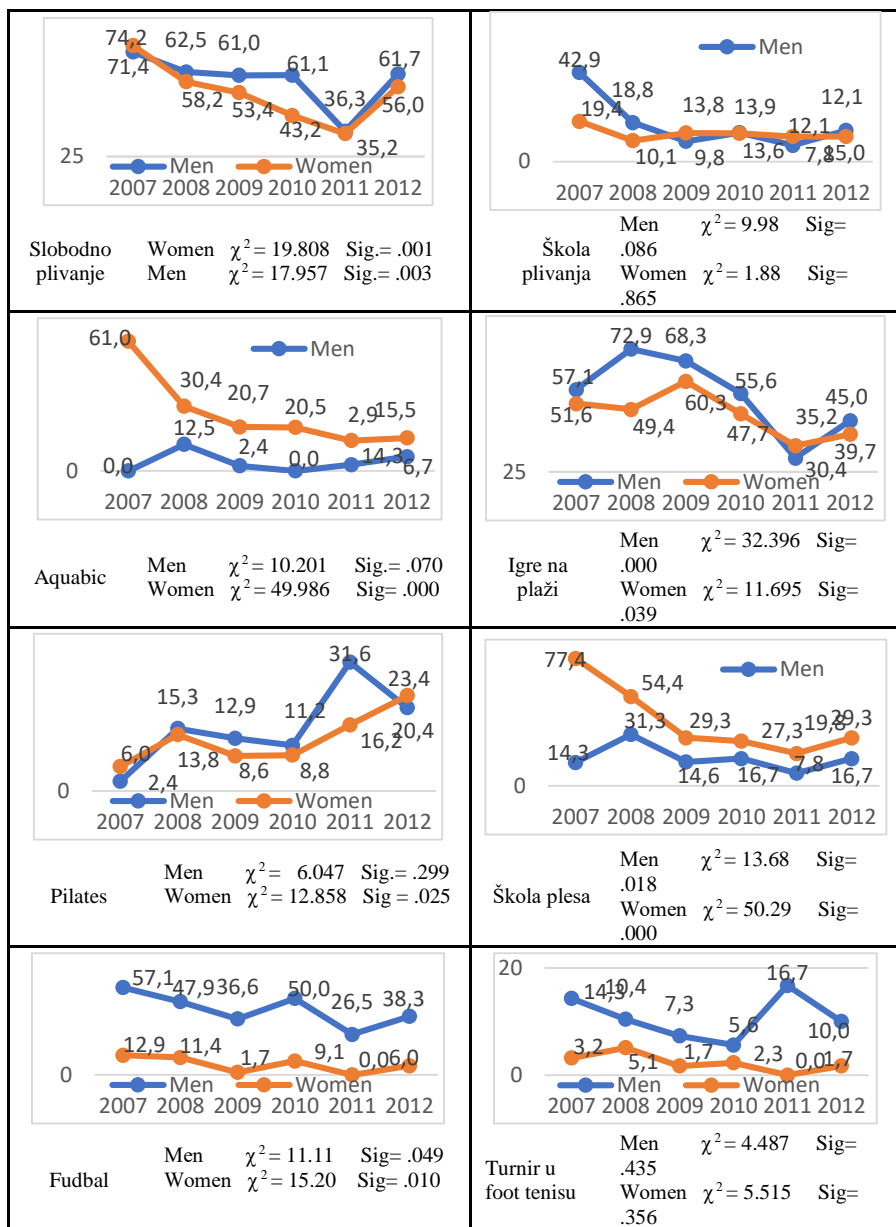
Legenda: Frq. - frekvencije – broj učesnika; (%) – procentualne vrednosti; χ^2 - Hi-kvadrat test; Sig – nivo značajnosti; ** - level of signification $p < .01$

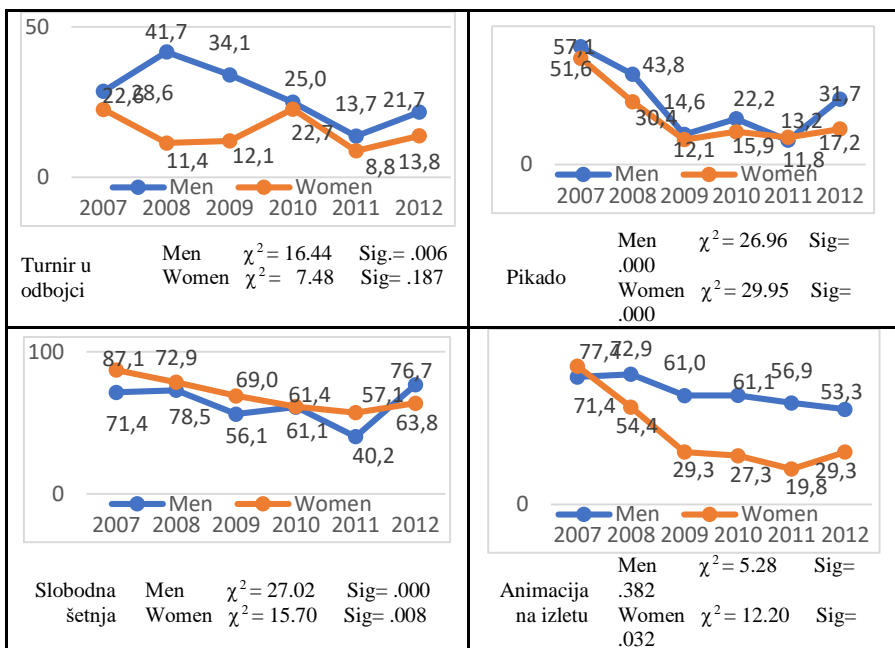
Na osnovu rezultata Hi-kvadrat testa (χ^2) (Tabela 3) može se konstatovati da postoje statistički značajne razlike između muškaraca i žena kad je reč o učešću u slobodnom plivanju tokom odmora ($\chi^2 = 12.31$, Sig.= .000), akvabiku ($\chi^2 = 45.29$, Sig.= .000), pilatesu ($\chi^2 = 38.67$, Sig.= .000), školi plesa ($\chi^2 = 37.34$, Sig.= .000) i slobodnoj šetnji ($\chi^2 = 26.56$, Sig.= .000). U navedenim aktivnostima žene češće učestvuju. Takođe, utvrđene su značajne razlike između muškaraca i žena u fudbalu ($\chi^2 = 111.91$, Sig.= .000), foot tenisu ($\chi^2 = 31.58$, Sig.= .000) i odbojci ($\chi^2 = 13.85$, Sig.= .000), sa napomenom da ove aktivnosti više upražnjavaju muškarci. Kod ostalih aktivnosti koje je bilo moguće upražnjavati tokom odmora nisu utvrđene statistički značajne razlike između muškaraca i žena: u školi plivanja ($\chi^2 = 0.56$, Sig.= .757), igrama na plaži ($\chi^2 = 2.30$, Sig.= .317), u pikadu ($\chi^2 = 5.07$, Sig.= .079) i kod animacije na izletu ($\chi^2 = 0.50$, Sig.= .778).

Na Grafiku 1 prikazani su rezultati χ^2 testa u odnosu na godinu realizacija kod muškaraca i žena za svaku pojedinačnu aktivnost. Na osnovu dobijenih rezultata može se konstatovati da kod muškaraca postoji statistički značajna razlika u odnosu na godinu sprovođenja u sledećim aktivnostima: slobodno plivanje (Sig.= .003), igre na plaži (Sig.= .000), škola plesa (Sig.= .018), fudbal (Sig.= .049), turnir u odbojci (Sig.= .006), pikado (Sig.= .000) i slobodna šetnja (Sig.= .000). Kod žena razlike u upražnjavanju pojedinih aktivnosti u odnosu na godinu upražnjavanja (Tabela 4) pokazuju da između godina postoji statistički značajna razlika u slobodnom plivanju (Sig.= .001), akvabiku (Sig.= .000), igrama na plaži (Sig.= .039), pilatesu (Sig.= .025), školi plesa (Sig.= .000), fudbalu (Sig.= .010), pikadu (Sig.= .000), slobodnim šetnjama (Sig.= .008) i animacijama na izletu (Sig.= .032).

Kod većine upražnjavanih aktivnosti kod muškaraca, može se zapaziti blagi trend opadanja tokom godina. Jedino se kod pilatesa može konstatovati povećanje broja ispitanika koji se uključuju u ovu aktivnost u odnosu na godinu upražnjavanja. Slobodna šetnja kod muškaraca ima relativno stabilne vrednosti tokom godina u kojima se provodi, odnosno, približno isti broj ispitanika upražnjava ovu aktivnost, pa se može konstatovati da je ovo jedan od omiljenih rekreativnih programa animacije u turizmu kod muškaraca.

Kod žena su rezultati slični kao i kod muškaraca, sa napomenom da je kod pojedinih aktivnosti procenat žena koji se uključuju u iste viši u odnosu na muškarace. I kod žena se zapaža trend opadanja pojedinih aktivnosti u zavisnosti od godine u kojoj se provode. Pilates je jedina aktivnost kod koje se zapaža povećanje u odnosu na godinu u kojoj se provodi.

Grafik 1. Razlike u aktivnostima po godinama za muškarce i žene



DISKUSIJA

Receptivna uloga Grčke, kao jedne od poznatih turističkih zemalja Mediterana, (Unković, 2007, str. 317) u međunarodnom turizmu sa ostvarenim deviznim prihodom od turizma u iznosu od 10 milijardi evra je učestvovala sa 1,95% u raspodeli svetskih prihoda od turizma u 2000. godini. Među inostranom populacijom su svakako i turisti iz Srbije kojima smo se bavili u ovom radu. Istražujući problem nepostojeće i slabe ponude programa animacije rekreativnih aktivnosti za turiste iz Srbije koji odlaze na letovanje u Grčku, uočili smo mali broj agencija iz Srbije koje u svojoj ponudi imaju besplatnu školu plivanja za naše turiste, organizovano pešačenje, aerobik, pilates i druge aktivnosti, dok su iskustva stranih agencija sasvim suprotna. Ovaj rad imao je za cilj da unapredi i afirmiše razvoj sportsko-rekreativnih programa animacije.

Rad govori koliko se naši turisti bave rekreativnim aktivnostima dok su na odmoru. U okviru turističkih aranžmana u ponudu su bili uključeni programi animacije rekreativnih aktivnosti za sve turiste koji odlaze na desetodnevni boravak u Kasiopi na Krfu.

Postoje statistički značajne razlike između muškaraca i žena kad je reč o učešću: u školi plesa tokom odmora (žene to čine znatno češće), u fudbalu tokom odmora (muškarci to, prema očekivanju, čine znatno češće), u slobodnoj šetnji tokom odmora (žene to čine češće), u turnirima u odbojci tokom odmora (muškarci to čine češće), u slobodnom plivanju tokom odmora (žene to čine

redovni je), u učešću u akvabiku tokom odmora (žene to čine znatno češće), u učešću u pilatesu tokom odmora (žene to čine znatno češće).

Istraživanjima turističkih potreba, motiva, ciljeva putovanja, očekivanja, zadovoljstva i sličnih socio-psiholoških aspekata turizma su se bavili i bave se brojni naučnici u svetu (od Goffmana iz 1959, preko Maslova, Mayo, Cohena, Smitha devedesetih, do predstavnika savremene „skandinavske škole“ psiholoških istraživanja turizma (Larsen et al., 2009). Prema njihovim istraživanjima turistička potreba se sve više približava granici primarnih potreba, ona je specifična i sve jasnije izražena.

Podaci našeg istraživanja govore da je ovo početna faza razvoja programa rekreativnih aktivnosti. Programi su naročito prihvaćeni na izletima gde preko 60% gostiju ponekad i redovno prate programe rekreativnih aktivnosti i igre na plaži preko 45%. Sportske igre (odbojka, fudbal, košarka) su sa 20% na nižem nivou zastupljenosti, ali dobrom analizom i bogatijom ponudom imaju perspektivu u budućnosti. Rezultatima bavljenja rekreativnim aktivnostima u okviru programa animacije za apartmanski smeštaj moramo da se zadovoljimo samo parcijalno i da nas to motiviše da unapredimo programe, ali i način propagiranja tih programa kao zdravog načina života.

ZAKLJUČAK

Trend razvoja turističke ponude koja obuhvata sve širi dijapazon rekreativne aktivnosti raste iz godine u godinu. Sve veći broj turista iz Srbije koji gostuju širom Mediterana prihvataju norme savremenog turizma među kojima je i animacija sa svojim dnevnim aktivnostima. Istraživanje pokazuje da naši turisti uživaju na odmoru aktivno se baveći rekreativnim aktivnostima. Taj trend je potrebno unapređivati. Za sada je početna faza razvoja programa rekreativnih aktivnosti. Kako nam rezultati govore programi koji su naročito prihvaćeni su na izletima i igre na plaži. Pojedine aktivnosti su u opadanju, ali pojedine imaju svoj blagi rast. To nam govori da treba neprekidno nuditi programe rekreativnih aktivnosti i pratiti savremene trendove istih.

Treba imati u vidu da je u pitanju apartmanski smeštaj i svi programi koji se izvode u tim uslovima su značajno otežavajući. Nemamo koncentraciju gostiju na jednom mestu, kao u hotelu, već razbacane po celom gradiću tj. mestu. Svakako da animacija koja je predstavljena u hotelskim klubovima ima mnogo bolje rezultate posećenosti. Hotelska industrija značajno investira u infrastrukturu, a istovremeno ulaže u razvoj profesionalizacije usluga animacije programima sportskih i rekreativnih aktivnosti koje preferira sve veći broj gostiju. Definisane uticaja animacije programima rekreativnih aktivnosti na stepen razvoja ukupne turističke ponude predstavlja praktični naučni doprinos ovog i svakog sličnog istraživanja, koje može da posluži i usmeravanju edukacije budućih animatora sa jedne strane i dalje investiranje turističke industrije u rekreativne sadržaje, logistiku i programe.

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Original scientific paper

THE QUANTITATIVE ANALYSIS OF ANIMATION PROGRAMS IN TOURISM

UDK 338.482:316.648 ; 613.74-057.68

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Abstract: The aim of the paper was to analyze tourist participation in animation programs during daily recreational activities within package tours which included apartment accommodation in Greece, i.e. whether there are differences between male and female participation rate in certain activities. Indirectly, based on the obtained results, it is necessary to establish whether animation programs should be conducted jointly and/or they should be planned and conducted separately for men and women. Another aim was to determine whether any differences occurred in animation programs during multiannual monitoring.

Keywords: *recreation, animation, sport, tourism, programs*

INTRODUCTION

The main task of recreational exercising programs is to make a positive impact on health and influence certain human body systems (Astrand, 1999). However, some programs have completely different tasks. Such programs are sports-recreational activity programs in tourist offering, i.e. animation programs. Animation represents a constituent part of tourist offering which serves to enrich it. Animation as an activity aims at: revitalizing tourist offering with new services and stimulating guests to take part in those services (Mitić, 2001). Active holidays as modern people's need become a synonym of holiday travel,

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especially considering their lack of physical activity and contact with nature (Bogosavac, Jovanović and Dragosavljević, 2012).

The notion of animation comes from Latin *anima-soul*, *animare* – to revitalize, uplift, motivate. As a result, many authors consider the following aspects: entertainment, leisure, relaxation, enjoyment, active holidays, active exercising, open communication, etc. (Nestoroska, 2005; Mitić 2001; Ivanovski, 2010).

Finger & Gayler (2003) state that animation in tourism, conducted by one person (the animator), is a friendly, cheerful, kind, cordial, attractive plea, invitation, encouragement to engage in joint socialization through any activity a tourist chooses to do for leisure during holidays, an activity that attracts them to participate in it together with others and gives them desire to encounter new experiences. According to Mitić (Ivanovski, Mitić, 2012), animation means to stimulate people to spend their holidays actively. It also represents entertainment during free time.

The verb “animate” may mean to stimulate, cheer up, and spur the will for something. Therefore, animation is an inspiration, revival (Cerović, 2008). This author presents animation as a motivation for guests to use the offered program activities as much as possible in order to achieve economic and other effects.

The role of animators in this process is crucial. Cerović (2008) underlines that one of the roles animators have in tourism is that of a motivator. Nestoroska (2005) cites Krippendorf and points to the significance of animation, which is great in every offering, especially when tourists come to a new place and for establishing communication with other tourists. In this new environment, there should be someone to animate them to relax and establish relationships with others. Also, Nestoroska (2005) points to the connection of terms “*guest relations*” and “*leisure organization*” with animation. Both these terms are connected by the contents of leisure organization as an important factor in tourist offering.

Tourist offering changes occurred in the 1980s when consumer interest for tourism products increased, along with the number of tourists. Also, tourist needs and interests altered together with these changes, becoming more diverse (Vukonić, 1998), and animation programs emerged as a new form of tourist offering.

Animation programs in tourist offering represent an objective necessity in the tourism market (Bartoluci, 2003). They often become a motive to travel to a certain tourist destination. Similar claims were made by Kurtzman and Zauhar (1997). They underline that sports-recreational activities can be a significant motive for tourist movement. The characteristic of these sports-recreational programs is that they can be shaped to match tourists’ interests, so services can be a matter of choice or come in organized forms. Bartoluci and Andrijašević (2006) state that different social-entertainment games and activities compete

sports-recreational programs by bringing people together through the prism of fun.

Research indicated that tourist needs got increasingly attached to tourist participation in different sports-recreational programs included in tourist offering. It should be mentioned that an average tourist shows very little interest in competition, so a particular stress must be put on games and similar aspects of sports activities, instead on achieved results (De Knop, 1990). The aim is to satisfy tourist needs during their stay in a tourist destination (Bartoluci, 2004). Bogosavac, Jovanović and Dragosavljević (2012) looked into the attitude toward sports-recreational activities as a part of tourist offering, as well as the need to improve them, and concluded that the obtained results showed a positive attitude, with significant differences in the attitudes of examinees of different education levels. Namely, the examinees with higher education level expressed more positive attitude than the ones with lower education level. They also perceived the need to increase the number of quality sports-recreational programs in tourist offering. In another study, Plavša (2007) states that as much as 26% of examinees in Great Britain states that sports-recreational activities are the main purpose of their travel, of which 12% are domestic tourists involved in sports activity holidays. In Sweden, 8.4% of domestic tourists opt for activity holidays, with another 7% of them who incidentally took part in so-called “active options” during holidays. Similar data arrived from Germany (18% of population considers sports options when deciding about their holiday or a particular destination). The most attractive activities for German tourists are swimming (68%), a well-marked network of walking trails (56%), while 26% of them prefer ball games and other sports related to movement (De Knop, 1990). The same author claims that the most exploited activities in Flanders are walking (59.6%) and swimming (42.2%). Similar results were obtained by Bogosavac and Dragosavljević (2013), who state that the highest number of visitors in tourist offerings prefer swimming. They also state that apart from swimming, the most attractive holiday activities are walking in nature and cycling. According to them, swimming is one of the basic sports-recreational activities that should form a part of a destination’s tourist offering. Similar results were obtained by Škorić (2006), who states that during their stay in Istria, examinees mostly engage in swimming (68,3%), outdoor activities (43%), tennis (26.8%), other seaside activities (26%), cycling (22%), sports games (20%), etc.

The aim of the paper was to analyze tourist participation in animation programs during daily recreational activities within package tours which included apartment accommodation in Greece, i.e. whether there are differences between male and female participation rate in certain activities. Indirectly, based on the obtained results, it is necessary to establish whether animation programs should be conducted jointly and/or they should be planned and conducted separately for men and women. Another aim was to determine whether any differences occurred in animation programs during multiannual monitoring.

METHOD

The basic research method used was longitudinal empirical-nonexperimental method, or so-called “survey” method conducted throughout six years of data collection. The use of survey method for scientific research requires the selection of a representative sample, which enables generalization of the obtained results, i.e. the possibility to draw conclusions from the sample about the population. The examination was conducted transversally, i.e. the examination of tourist population was conducted during the tourist season in the period of six years.

Examinee Sample

The examinee sample consisted of 713 persons, including 419 female and 294 male examinees. The examinees were persons who stayed in Kassiopi, Corfu using the services of two Serbian tourist agencies in the period between May and October. The examinees were guests, i.e. tourists from different social backgrounds who visited Kassiopi as a holiday destination.

All activities were coordinated with professionals in the field of recreational animation programs who have extensive experience in the domain. The animation performers were animators trained by the Belgade School for Animators which operates within the Personnel Center of the Faculty of Sport and Physical Education from Belgrade, and the Association of Recreation and Recreation-Oriented Professionals within the College of Sports and Health from Belgrade.

Table 1 shows the basic characteristics of the research sample.

Table 1. *Sample characteristics*

	Male	Female	Total
	Frq (%)	Frq (%)	Frq
2007	7 (18.4)	31 (81.4)	38
2008	48 (37.8)	79 (62.2)	127
2009	41 (41.4)	58 (58.6)	99
2010	36 (45.0)	44 (55.0)	80
2011	102 (52.8)	91 (47.2)	193
2012	60 (34.1)	116 (65.9)	176
Total	294	419	713

Measuring instruments sample

For research purposes, the **survey and scaling technique** was used. The questionnaire in question was the one used in the Ivanovski (2015) research. The very research was conducted during the summer seasons. The surveys were distributed to guests from Serbia. Every question comes with offered answers. The three-point Likert scale system was used. Considering that in this scale examinees describe their activities at home and on holidays, a subjective

evaluation of the given activities was collected. The processed questions were in direct correlation with our research.

Animation programs

Animation programs formed a part of the package tour. Soft animation was performed (Ivanovski 2015). In the morning hours, it was: morning exercise, pilates, swimming lessons, yoga, while in the afternoon the activities on offer included: aquafit, volleyball, beach frisbee, dancing, football and basketball lessons. In the evening hours, contact evening programs such as Karaoke, Battle of the Sexes, Dance Night, "I Bet" etc. were offered.

Statistical data processing

The basic parameters of descriptive statistics were derived for every item by calculating frequencies and percentage. To determine the significance of differences between male and female groups, as well as the differences by the year of realization, the Chi-squared test (χ^2) was implemented. The level of significance was defined as 0.05. The results were processed with the help of the Statistical Package for the Social Sciences for Windows (SPSS) (Version 18.0) (Chicago, IL, USA).

RESULTS

The basic parameters of descriptive statistics are shown on Table 2, which indicates the rate and frequency of responses for every activity, distributed by year.

Based on the descriptive statistics results (Table 2), it can be concluded that when it comes to leisure swimming as many as 37.6% or 227 examinees stated that they swam regularly, while 103 or 14% of them said they did it occasionally. Therefore, over 50% of examinees believed that swimming is a good motive to visit a tourist destination. In terms of the swimming lessons variable, 10.6% examinees occasionally participated in the swimming lessons, and 2,2 % of them regularly. Based on this, we can conclude that a vast majority of guests can swim, so swimming lessons are redundant.

Aquafit was an activity based at different pools in Kassiopi, which may be one of the reasons for such a small following. Only 11.4% of the examinees practiced aquafit occasionally, and only 4.1% of them were regulars. Beach games are an activity that as much as 32.1% of examinees played occasionally, while 106 14.4% of them did it regularly. The results indicate that the number of active participants until 2011 exceeded 50%, and that they participated in the activity occasionally or regularly. Then, 88 or 12% of the examinees occasionally participated in pilates workouts, and 31 or 4.2% attended them regularly. The highest participation percentage was in 2009 (10.1% of regular and 15.2% of occasional participants). The interest in dancing lessons exceeded 25% (19.3% occasionally and 7.5% regularly attended them). Moderate interest was shown for football as an activity and for the volleyball tournament. The foot

tennis tournament plays a small role in recreational activities. Darts represent an activity that over 20% of participants engaged in occasionally and regularly. In 2007 and 2008, the examinee participation in this activity was over 50% and 30%, respectively. Just like leisure swimming, leisure walking represent one of the main reasons for selection of a tourist destination. This type of activity was practiced regularly by as much as 44.3% of the examinees, while 18.5% of them engaged in it occasionally. Field trip animation was an activity favored by the examinees, with over 60% of them participating in it regularly, and 30.8% of them occasionally.

Table 2. *Descriptive statistics*

	Leisure swimming	Swimming lessons	Aquafit	Beach games	Pilates	Dancing lessons	Football	Foot tennis tournament	Volleyball tournament	Darts	Leisure walking	Field trip animation	
Frq (%)													
2007	Never	10 (26.3)	29 (76.3)	16 (42.1)	18 (47.4)	30 (78.9)	13 (34.2)	30 (78.9)	36 (94.7)	29 (76.3)	18 (47.4)	6 (15.8)	7 (18.4)
	Occasionally	6 (15.8)	5 (13.2)	15 (39.5)	10 (26.3)	7 (18.4)	13 (34.2)	5 (13.2)	1 (2.6)	6 (15.8)	8 (21.1)	2 (5.3)	15 (39.5)
	Regularly	22 (57.9)	4 (10.5)	7 (18.4)	10 (26.3)	1 (2.6)	12 (31.6)	3 (7.9)	1 (2.6)	3 (7.9)	12 (31.6)	30 (78.9)	16 (42.1)
2008	Never	51 (39.8)	110 (85.9)	97 (75.8)	53 (41.4)	104 (81.2)	70 (54.7)	96 (75.0)	118 (92.2)	98 (76.6)	83 (64.8)	30 (23.4)	40 (31.2)
	Occasionally	14 (10.9)	14 (10.19)	22 (17.2)	52 (40.6)	18 (14.1)	40 (31.2)	21 (16.4)	6 (4.7)	22 (17.2)	32 (25.0)	28 (21.9)	47 (36.7)
	Regularly	63 (49.2)	4 (3.1)	9 (7.0)	23 (18.0)	6 (4.7)	18 (14.1)	11 (8.6)	4 (3.1)	8 (6.2)	13 (10.2)	70 (54.7)	41 (32.0)
2009	Never	43 (43.4)	87 (87.9)	86 (86.9)	36 (36.4)	74 (74.7)	76 (76.8)	83 (83.8)	95 (96.0)	78 (78.8)	86 (86.9)	36 (36.4)	35 (35.4)
	Occasionally	15 (15.2)	12 (12.1)	11 (11.1)	38 (38.4)	15 (15.2)	18 (18.2)	13 (13.2)	4 (4.0)	16 (16.2)	13 (13.1)	22 (22.0)	34 (34.3)
	Regularly	41 (41.4)	0 (0.0)	2 (2.0)	25 (25.3)	10 (10.1)	5 (5.1)	3 (3.0)	0 (0.0)	5 (5.1)	0 (0.0)	41 (41.4)	30 (30.3)
2010	Never	39 (48.8)	69 (86.2)	71 (88.8)	39 (48.8)	70 (87.5)	62 (77.5)	58 (75.2)	77 (96.2)	61 (76.2)	65 (81.2)	31 (38.8)	36 (45.0)
	Occasionally	14 (17.5)	11 (13.8)	8 (10.0)	29 (36.2)	6 (7.5)	17 (21.2)	17 (21.2)	2 (2.5)	13 (16.2)	11 (13.8)	18 (22.5)	20 (25.0)
	Regularly	27 (33.8)	0 (0.0)	1 (1.2)	12 (15.0)	4 (5.0)	1 (1.2)	5 (6.2)	1 (1.2)	6 (7.5)	4 (5.0)	31 (38.8)	24 (30.0)
2011	Never	129 (65.2)	179 (90.4)	182 (91.9)	133 (67.2)	166 (83.8)	172 (86.9)	170 (85.9)	181 (91.4)	176 (88.9)	174 (87.9)	105 (53.0)	76 (38.4)
	Occasionally	26 (13.1)	14 (7.1)	10 (5.1)	41 (20.7)	26 (13.1)	20 (10.1)	17 (8.6)	14 (7.1)	19 (9.6)	20 (10.1)	36 (18.2)	39 (19.7)
	Regularly	43 (21.7)	5 (2.5)	6 (3.0)	24 (12.1)	6 (3.0)	6 (3.0)	11 (5.6)	3 (1.5)	3 (1.5)	4 (2.0)	57 (28.8)	83 (41.9)
2012	Never	84 (43.5)	168 (87.0)	170 (88.1)	115 (59.6)	173 (89.6)	146 (75.6)	162 (83.9)	184 (95.3)	164 (85.0)	150 (77.7)	66 (34.2)	93 (48.2)
	Occasionally	28 (14.5)	22 (11.4)	18 (9.3)	66 (34.2)	16 (8.3)	34 (17.6)	21 (10.9)	8 (4.1)	22 (11.4)	34 (17.6)	30 (15.5)	72 (37.3)
	Regularly	81 (42.0)	3 (1.6)	5 (2.6)	12 (6.2)	4 (2.1)	13 (6.7)	10 (5.2)	1 (0.5)	7 (3.6)	9 (4.7)	97 (50.3)	28 (14.5)

The differences between male and female examinees in recreational animation programs in tourism were determined by means of the Chi-squared test (χ^2) (Table 3).

Table 3. *The χ^2 test between male and female examinees*

		Men	Women	χ^2	Cramer's V	Sig.
		Frq (%)	Frq (%)			
Leisure swimming	Never	138 (46.9)	203 (48.4)	12.31	0.13	.000**
	Occasionally	58 (19.7)	45 (10.7)			

	Regularly	98 (33.3)	171 (40.8)			
Swimming lessons	Never	256 (87.1)	366 (87.4)	0.56	0.03	.757
	Occasionally	30 (10.2)	45 (10.7)			
	Regularly	8 (2.7)	8 (1.9)			
Aquafit	Never	280 (95.2)	321 (76.6)	45.29	0.25	.000**
	Occasionally	10 (3.4)	72 (17.2)			
	Regularly	4 (1.4)	26 (6.2)			
Beach games	Never	149 (50.7)	230 (54.9)	2.30	0.06	.317
	Occasionally	105 (35.7)	127 (30.3)			
	Regularly	40 (13.6)	62 (14.8)			
Pilates	Never	276 (93.6)	320 (76.4)	38.67	0.23	.000**
	Occasionally	14 (4.8)	73 (17.4)			
	Regularly	4 (1.4)	26 (6.2)			
Dancing lessons	Never	248 (84.4)	271 (64.7)	37.34	0.23	.000**
	Occasionally	39 (13.3)	101 (24.1)			
	Regularly	7 (2.4)	47 (11.2)			
Football	Never	184 (62.6)	394 (94.0)	111.91	0.40	.000**
	Occasionally	77 (26.2)	15 (3.6)			
	Regularly	33 (11.2)	10 (2.4)			
Foot tennis	Never	260 (88.4)	410 (97.9)	31.58	0.21	.000**
	Occasionally	29 (9.9)	4 (1.0)			
	Regularly	5 (1.7)	5 (1.2)			
Volleyball	Never	222 (75.5)	362 (86.4)	13.85	0.14	.000**
	Occasionally	54 (18.4)	42 (10.0)			
	Regularly	18 (6.1)	15 (3.6)			
Darts	Never	224 (76.2)	333 (79.5)	5.07	0.08	.079
	Occasionally	57	58			

		(19.4)	(13.8)			
	Regularly	13 (4.4)	28 (6.7)			
Leisure walking	Never	122 (41.5)	137 (32.7)	26.56	0.19	.000**
	Occasionally	73 (24.8)	62 (14.8)			
	Regularly	99 (33.7)	220 (52.5)			
Field trip animation	Never	117 (39.8)	156 (37.2)	0.50	0.03	.778
	Occasionally	89 (30.3)	134 (32)			
	Regularly	88 (29.9)	129 (30.8)			

Key: Frq. - frequencies - number of subjects; (%) – percentage values; χ^2 - Chi-squared test; Sig - level of significance $p < .01$

Based on the Chi-squared test (χ^2) (Table 3) it can be noted that there are statistically significant differences between male and female participation in leisure swimming during holidays ($\chi^2 = 12.31$, Sig.= .000), aquafit ($\chi^2 = 45.29$, Sig.= .000), pilates ($\chi^2 = 38.67$, Sig.= .000), dancing lessons ($\chi^2 = 37.34$, Sig.= .000) and leisure walking ($\chi^2 = 26.56$, Sig.= .000) in women's favor, as they participate more frequently in these activities. Also, big differences between male and female participation (this time in favor of men) were noticed in football ($\chi^2 = 111.91$, Sig.= .000), foot tennis ($\chi^2 = 31.58$, Sig.= .000) and volleyball ($\chi^2 = 13.85$, Sig.= .000). As for the other holiday activities on offer, no statistically significant differences between male and female participation were observed: at swimming lessons ($\chi^2 = 0.56$, Sig.= .757), beach games ($\chi^2 = 2.30$, Sig.= .317), darts ($\chi^2 = 5.07$, Sig.= .079) and field trip animation ($\chi^2 = 0.50$, Sig.= .778).

Graph 1 shows the results of the χ^2 test in relation to the year of realization among men and women for each individual activity. Based on these results, it can be noted that there are statistically significant differences among men in relation to the year of realization in terms of the following activities: leisure swimming (Sig.= .003), beach games (Sig.= .000), dancing lessons (Sig.= .018), football (Sig.= .049), volleyball tournament (Sig.= .006), darts (Sig.= .000) and leisure walking (Sig.= .000). Among women, the differences in the engagement in certain activities in relation to the year of realization (Table 4) indicate a statistically big difference between years in terms of leisure swimming (Sig.= .001), aquafit (Sig.=.000), beach games (Sig=.039), pilates (Sig=.025), dancing lessons (Sig=.000), football (Sig=.010), darts (Sig=.000), leisure walking (Sig=.008) and field trip animation (Sig=.032).

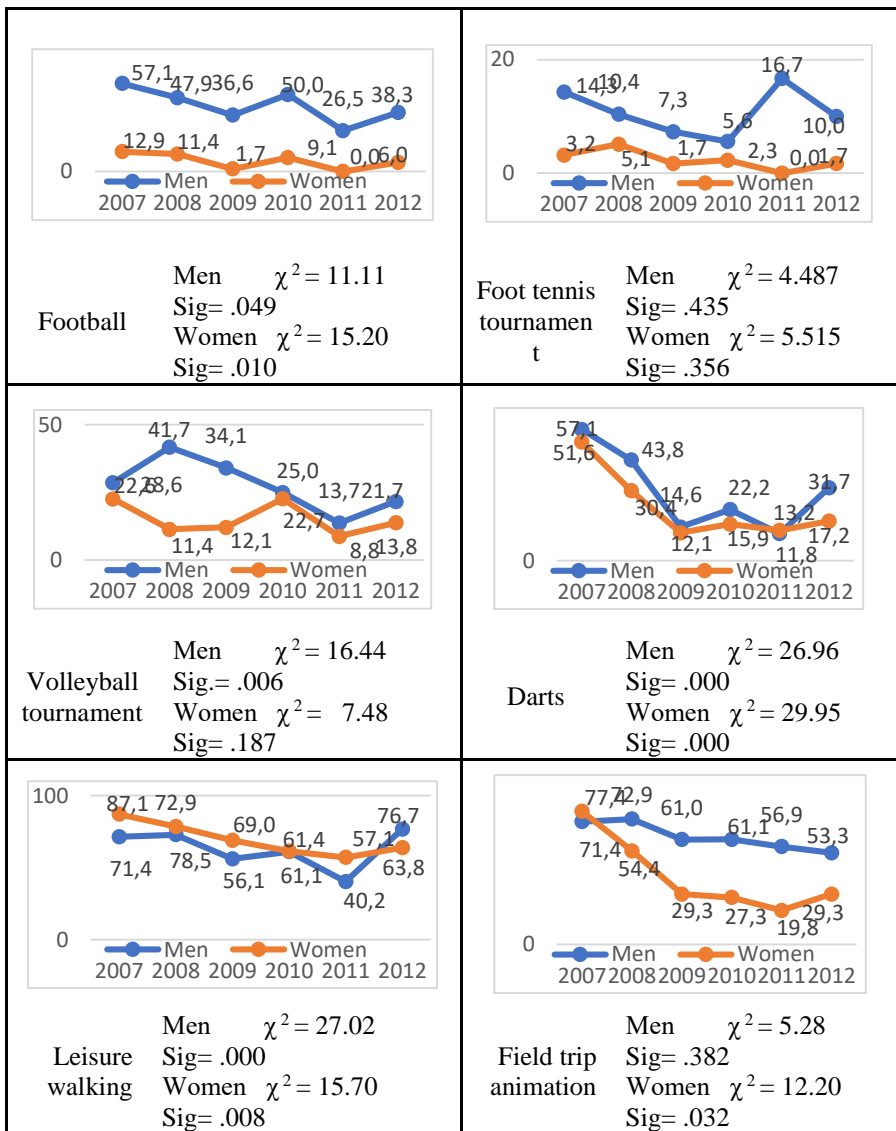
Most activities practiced by men experienced a moderate decrease over the years, except for pilates, which noted an increased number of examinees who engaged in this activity over the years. Leisure walking featured relatively steady values among male population over the years of realization, i.e. approximately the same number of examinees engages in this activity, which

makes it one of the favourite recreational animation programs in tourism among men.

Similar results were obtained for women, only their percentage of involvement into certain activities is higher than men's. However, there is a decrease in female participation in certain activities over the years of realization, too, with pilates being the only activity with a year-on-year increase of engagement.

Graph 1. The differences in male and female participation in activities by year





DISCUSSION

The receptive role of Greece in international tourism, as one of the most prominent tourist destinations in the Mediterranean (Unković, 2007, p. 317) was such that with EUR10 billion of foreign currency revenue brought by tourism, it participated with 1.95% in the distribution of global tourism revenue in 2000. Its foreign visitors include Serbian tourists, who were the subject of this paper. By

looking into the issue of non-existent and poor offer of recreational activity animation programs for Serbian tourists visiting Greece, we perceived a small number of Serbian tourist agencies which offered free swimming lessons, organized walking, aerobics, pilates and other activities, while the experiences with foreign agencies are diametrically opposite. This paper aims at improving and affirming the development of sports recreational animation programs.

The paper shows how much Serbian tourists engage in recreational activities while on a holiday. The offered package tours involved recreational activity animation programs for all tourists who opted for a ten-day holiday in Kassiope, Corfu.

There are statistically significant differences between male and female participation in: dancing lessons (higher female participation), football (in which men participate more frequently, as expected), leisure walking (higher female participation), volleyball tournaments (higher male participation), leisure swimming (higher female participation), aquafit (significantly higher number of female participants), and pilates (again, much higher female participation) practised during holidays.

The research of tourist needs, motives, travel goals, expectations, satisfaction and similar social-psychological aspects of tourism has been the scope of interest of numerous scientists worldwide (from Goffman in 1959, Maslov, Mayo, Cohen, Smith in the 1990s, to the representatives of the modern “Scandinavian school” of psychological research of tourism (Larsen et al, 2009). According to them, tourist needs increasingly approach the line of primary needs; they are specific and more and more clearly expressed.

The research results indicate that this is the initial development stage of recreational activities. The programs were particularly well-accepted at field trips where over 60% of guests sometimes participate in recreational activity programs and beach games on a regular basis, with over 45% of participation. Sports games (volleyball, football, basketball) participate with a lower score of 20%, but good analysis and better offering could give them prospective future. We can note that the results of engagement in recreational activities within animation programs for apartment accommodation are only partially satisfactory, which should serve as a motivation to improve the programs and their promotion as a healthy lifestyle.

CONCLUSION

There has been an ongoing increase in the development of tourist offering which encompasses an increasingly large range of recreational activity. More and more Serbian tourists who stay all over the Mediterranean accept the norms of modern tourism, which include animation within daily activities. The research showed that Serbian tourists enjoy their holidays when they actively participate in recreational activities. That trend should be constantly improved.

At the moment, the development of recreational activity programs is at a starting point. The results indicate that the best accepted programs are those in field trips and beach games. Some activities show a decline, but some of them experienced a minor growth. This tells us that recreational activity programs should be constantly offered, and that modern trends in such programs should be closely followed.

One should also bear in mind that the subject of research involved apartment accommodation and that realizing programs in such conditions is significantly more difficult. There is no guest concentration in one place, like in hotels, as they are scattered all over the town, i.e. the destination. Of course, the animation presented in hotel clubs features much better attendance. The hotel industry invests a lot into infrastructure, at the same time investing into the development and professionalization of animation service through programs of sports and recreational activities that more and more guests prefer. Defining the impact animation through recreational activity programs has on the degree of development of overall tourist offering represents a practical scientific contribution of this and any similar research, which may serve as a guideline for educating prospective animators on one side, as well as for further investment of the tourism industry into recreational offering, logistics and programs.

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