

PSYCHOLOGICAL CONDITIONS FOR THE IMPLEMENTATION OF A COMPETENCY-BASED APPROACH TO THE TRAINING OF SPECIALISTS IN THE ORGANIZATION OF TOURIST ANIMATION

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Abstract. This work is devoted to the study of certain aspects of restoration and revival, activation of the regional tourism sector, protection of jobs and business. Tourism policy has been analyzed, and it has been recognized that it needs to be more responsive and, in the long run, move to more flexible systems that can adapt more quickly to changes in policy orientation. The categories "vacation", "leisure" and "recreation" are considered, which should be filled with various activities in the field of sports and recreation, culture and entertainment. The essence of animation activity and preconditions of its origin are determined. The conditional typology of directions and programs of tourist animation is specified. In the practice of animation in order to design animation programs it is necessary to distinguish the following functions of tourist animation: adaptive, compensatory, stabilizing, health, health, development, information and advertising. It is emphasized that in order to prepare and implement animation programs, a tourist animation specialist must have a wide range of personal abilities and professionally important qualities. The paper also considers a set of important qualities without which an employee of the tourism industry cannot be considered a professional. The concept of professional competencies of future tourism specialists is defined, which determines the readiness and ability to carry out and consciously organize activities to create recreational and animation programs based on knowledge, skills, experience, improving professionally significant qualities, systematized elements of psychological characteristics. tourism specialists. It is confirmed that the implemented system of developmental influences, socio-psychological techniques and innovative technologies is an effective means of forming the professional competencies of future tourism professionals. Forms of work with students in the process of forming a competency-based approach to the training of specialists in the organization of tourist animation are revealed.

Keywords: leisure, recreation, competence approach, tourist animation, professional competencies, health-preserving competencies.

JEL Classification: I20, L82, M13

Formulas: 0; **fig.:** 0; **tabl.:** 3; **bibl.:** 10

Introduction. Tourism remains one of the sectors most affected by the coronavirus pandemic, and its prospects remain very uncertain. The tourism sector will be very different in the near future from what it was in 2019. The longer the crisis lasts, the more businesses and jobs will be lost, the stronger the consequences for travelers' behavior and the more difficult it will be to restore tourism. This creates problems for the sector, but also creates opportunities to encourage innovation,

introduce new business models, explore new niches / markets, open new areas and move to more sustainable models of tourism development.

Tourism is at a crossroads, and the measures taken today will determine the tourism of tomorrow. Governments need to take into account the long-term effects of the crisis, benefiting from digitalisation, supporting the transition to low-carbon technologies and promoting the structural transformations needed to create a stronger and more sustainable tourism economy.

Literature review. Problems of preparation of the future specialist in tourism for the organization and carrying out of actions of tourist animation are covered in researches of the following scientists: Bulygina I.I., Garanin M.I., Zorin I.V., Kilimisty S.M. etc.

However, despite the considerable attention of scientists to the training of tourism specialists, the problem of studying the psychological conditions of the competence approach to the training of specialists in the organization of tourist animation is not covered, which led to the choice of research topic.

Aims. The purpose of the study is to identify the psychological conditions for the implementation of a competency-based approach to the training of specialists in the organization of tourist animation.

Methods. To achieve the goal of the study used a set of research methods:

- theoretical: analysis, synthesis, comparison of modern scientific and empirical research on the implementation of the competence approach to the training of specialists in the organization of tourist animation, as well as their generalization, classification and systematization;

- empirical: observations; conversation; method of expert assessment to determine the features of adaptation, motivation, awareness, readiness for health-preserving competentness of specialists in the organization of tourist animation; indicators of development of their professionally important qualities.

Results. Ukraine is a tourist attractive country and has all the opportunities for the development of domestic tourism as a priority sector of the economy. In the Strategy for the Development of Tourism and Resorts for the period up to 2026, the field of tourism is identified as one of the main industries that affect the general state and trends of the world economy.

Domestic tourism helps mitigate the impact, at least in part, and a number of immediate recovery and revitalization measures have been taken, revitalizing the regional tourism sector, protecting jobs and businesses. Many countries are also now developing measures to build a more sustainable tourism economy after COVID-19. These include the preparation of plans to support the sustainable recovery of tourism, promoting the transition to digital technologies and the transition to a greener tourism system, as well as rethinking tourism in the future [8].

Travelers' behavior will be influenced by the development of the crisis, as well as long-term consumer trends that are changing the way people travel. This may include the emergence of new niches and market segments, as well as greater attention to security protocols and the experience of contactless tourism.

Safety and hygiene have become key factors in choosing destinations and tourism activities. People are likely to prefer "private solitude" when traveling, avoiding large crowds and giving priority to private vehicles.

Tourism policy needs to be more responsive, and in the long run it will move to more flexible systems that can adapt more quickly to changes in policy orientation. Particular attention will be paid to crisis management, as well as security and health policy.

The challenges of today require the sphere of ordinary tourist services to become an ever-widening sphere of cultural leisure, a platform for the self-realization of the creative and spiritual potential of man and society as a whole. Given the general physiological and psychological abilities of man, leisure organizers create such activities, which include programs of recreation, self-development and creativity.

When considering the category of "recreation", as a rule, use two concepts: "leisure" and "recreation". The first is invested in commercial and entertainment content, in the concept of "recreation" - social (recovery and recovery). Both of these components are in close cooperation, a clear example of this is the organization of the animation service [3].

Tourist stay should be filled with various activities in the field of sports and recreation, culture and entertainment. Tourism animation is the most important way to fill visitors' free time. All services, especially animation in tourism, should be managed efficiently and rationally, and the guest should be as satisfied as possible. This is the only way to expect profitable tourism.

The term "animation" was used in the early XX century. in France in connection with the introduction of the law on the establishment of various associations and was interpreted as an activity aimed at increasing interest in culture, artistic creativity. In tourism, animation invigorates, activates, inspires tourists.

The purpose of animation activities is to support (direct) human recreation to physical recovery (physical recreation) through a sense of joy and satisfaction (entertainment) and meeting the needs of creative reproductive activities (development).

There are the following areas of animation:

1. Recreational animation - develops mainly in the tourism business.
2. Pedagogical animation grew out of pedagogical detachments and pioneer leaders.
3. Socio-cultural animation - a branch of pedagogical animation in specific entertainment. These are mainly city holidays and children's entertainment centers for leisure, holidays and birthdays.

In the Encyclopedia of Tourism, recreation is defined as: expanded reproduction of human forces (physical, intellectual and emotional);

- any game, entertainment, etc., which are used to restore physical and mental strength;

- the fastest growing segment of the leisure industry, associated with the participation of the population in outdoor activities, which fall mainly on the weekend;

- restructuring of the organism and human populations, which provides the possibility of active activity under different conditions, the nature and changes in the environment "[2].

The main purpose of recreation is to make active recreation an organic, integral part of everyday life.

In a complex program animation influence on the person during his rest in one way or another solves a problem of formation, development, preservation and restoration of his health: somatic, physical, mental, moral (tab. 1).

Table 1. Typology of animation activities

Types of health	Types of tourist animation	Forms of animation classes
Somatic	Tourist and health	Hike, takeoff, tourist competitions
Physical	Sports and wellness	Sports competitions, fitness, relay races, sports contests
Mental	Spectacular and health-improving	Holiday, competition, festival, carnival, fair, disco
Moral	Cognitive and health, educational, amateur	Excursions, lectures, conversations, quizzes, competitions of experts, etc. Training in sports, dance, crafts, etc.
	Complex	Combined excursion, weekend hike, participation in the show program, etc.

Sources: authors' own

These components of health and determine the appropriate conditional typology of areas and programs of tourist animation:

1. Sports, sports and health programs; sports and entertainment.
2. Spectacular-entertaining, adventure-game programs.
3. Cognitive; sports and cognitive; cultural-cognitive, excursion, educational, amateur and creative-labor programs; for each of these areas can be identified characteristic forms of animation activities.
4. Sports, sports and health programs; sports and entertainment.
5. Spectacular-entertaining, adventure-game programs.
6. Cognitive; sports and cognitive; cultural-cognitive, excursion, educational, amateur and creative-labor programs; for each of these areas can be identified characteristic forms of animation activities.
7. Complex programs combined with homogeneous programs.

Animation activities provide a wide range of services that are designed to provide more than expected for tourists (Table 2).

In the practice of animation for the purpose of designing animation programs it is necessary to identify the following functions of tourist animation:

- adaptive, which allows you to move from everyday to free, permissive;
- compensatory, which frees a person from physical and mental fatigue in everyday life;
- stabilizing, creating positive emotions and stimulating mental stability;
- health, aimed at restoring and developing physical strength;
- information, which allows you to get new information about the country, regions, people, etc. ;

- educational, which allows you to acquire and consolidate new knowledge about the world around you as a result of vivid impressions;
- improving, which brings intellectual and physical improvement;
- developing, which leads to personal intellectual, moral and physical improvement;
- advertising, which makes it possible through animation programs to make a tourist a carrier of advertising of the country, region, tourist complex, hotel, travel agency.

Table 2. Types and kinds of animation events

Animation type	Characteristic	Type of animation activities
Sanatorium type	Corresponds to the state of health	Special health programs in the form of games, health trips, etc.
Natural and recreational type	Located in accordance with the location chosen by the tourist	Outdoor picnic with elements of recreation, communication with pets and exotic animals and wildlife observation, zootherapy, etc.
Sports and entertainment type	Consistent with hobbies	Playing sports and observing sports competitions, sports dances, etc.
Cultural and developmental type	Meets the desire to know the world through works of art	Historical, cultural, museum tourism - appeals to works of art, acquaintance with monuments, visits to international film festivals, theater and entertainment events, etc.
Spectacular and entertaining type	The desire to distract from everyday life	Types of event tourism, such as carnivals, festivals, shows, etc.

Sources: authors' own

The purpose of organizing animation programs today is to form a favorable image of the country and its regions, attracting tourists, especially in low season, in regions with weak or no tourist potential, for example, based on the use of actual historical events [8].

Thus, animation is increasingly becoming an important mechanism for the study, preservation and promotion of national tourism resources, and consequently a significant component of training for domestic tourism.

To prepare and implement an animation program, a specialist in tourist animation needs personal abilities and professionally important qualities:

1. Abilities - intelligence, prudence, knowledge, ability to express their thoughts.
2. Personal characteristics - adaptability, dominance, independence, originality, self-confidence.
3. Attitude to tasks - work motivation, responsibility, initiative, perseverance, focus on production tasks.
4. Social abilities and skills - willingness to cooperate with others, popularity, communication skills.

Another necessary skill for the preparation and implementation of an animation program is the ability to tell interesting and exciting stories, ie to professionally use monologue and dialogue forms of information and animation activities.

As a result of these time requirements, based on the process of integration of the latest technologies in the field of tourism, innovative technologies emerge and develop, including animation of tourist services and animation of tourist leisure. The purpose of animation technologies is to "breathe the soul" into tourist programs, update them, revive them, and thus attract participants to them.

In the development of programs are, in particular, the following goals:

- meeting the need for self-expression;
- encouraging tourists to develop their skills;
- the direction of entertainment and skills in a creative direction;
- psychological relief from the burden of problems and stress;
- image change, relaxation, stress relief;
- acquisition of additional knowledge in the field of culture.

Particular attention is paid to the means of animation - art (theater, art therapy, choreography, cinema and others), games, folk traditions, tourism, museum opportunities and library components of the socio-cultural sphere. These tools are non-standard, just the ones that modern youth need.

The use of animation programs in educational tourism promotes the active involvement of tour participants in various types of cultural and leisure activities, if the creation and organization will take into account the following conditions:

- differentiated approach to identifying and accounting for socio-cultural needs and interests of different groups of students;
- inclusion in the animation programs of tours of popular among the youth forms of leisure activities;
- stylistic unity between the main tourist and excursion program and its animation part.

The main requirements for candidates for the vacancy of animator of the tourist complex are: activity, emotionality, empathy, friendliness and openness, the ability to create a positive atmosphere in the hotel [7].

There are a number of professionally important qualities, without which an employee of the tourism industry can not be considered a professional:

1. Professional competence - a high level of education and culture, awareness of a wide range of professionally significant issues, ie knowledge in economics, pedagogy, psychology, law, etc.
2. Qualities that can be described as a friendly attitude to people, to their problems - kindness, love for people, desire to help, sensitivity, compassion and mercy, sympathy for others and altruism.
3. Qualities that can be described as organizational and communicative abilities - high sociability, sociability, social courage, initiative, ability to manage people, influence their positions and beliefs, the ability to inspire confidence and support a person in a difficult moment for him.
4. Qualities that characterize a high moral and ethical level - selflessness, honesty, decency, responsibility, high morality.

5. Properties that are inherent in people with a sufficient level of neuropsychological endurance - efficiency, energy, perseverance in achieving the goal and willingness to feel psychological discomfort.

6. The attitude of a tourism specialist to himself. According to psychologists, if a person does not know how to treat himself properly, does not know how to solve their own psychological problems, it is unlikely he will be able to solve the problems of others [10].

According to E. Klimov, representatives of the helping type are characterized by: developed communication skills; emotional stability; the ability to quickly switch attention; empathy; observation; organizational skills. Summarizing the above, we have listed the professionally important qualities of a tourism specialist table. 3.

Table 3. Elements of the psychological characteristics of the personality of a tourism specialist

Quality	Properties	Skills	Abilities
Intellectual and cognitive	knowledge	level of psychological knowledge	skillfully build your relationship with the client
	thinking	generalization, abstraction	the ability to abstract, to consider the facts as if from the side, to depart from personification, personal evaluative judgments, produces independence in the performance of professional functional duties
	memory	a set of blocks and processes of memory	high speed and accuracy of memorizing information, its storage, the ability to quickly extract the necessary information from memory
	warning	concentration	promotes rapid and sustained concentration, the ability to cover a large number of factors simultaneously
	mental adequacy	literacy in the use of their capabilities	ability to make adequate and verified decisions
	humanism	decency, humanity	desire to understand the other
	emotionality	positive psychological mood	positive emotional perception of society, positive attitude to professional activity
		empathy	positive attitude to the subject and object of the professional process
		emotional stability	self-control, endurance, calmness, stress resistance. self-confidence
	the will	responsibility	conscious attitude of a person to the requirements of social necessity, responsibilities, norms and values.
		tolerance	respect, acceptance of the diversity of cultures of our world, forms of self-expression
		initiative	ability to put forward new ideas, proposals
		discipline	obligatory and conscious submission of their behavior to the established norms of public order
motivational and value	motivation	sociability, sociability, desire for approval, honesty,	strengthening the role of socio-psychological and motivational factors in the hierarchical motivational structure of the individual
	dynamism	reaction, creativity, a sense of humor	the ability to quickly change the dominant motives

Sources: authors' own

Criteria according to which the efficiency of the animation employee is evaluated:

- level of knowledge (knowledge acquired during training in an educational institution and as a result of advanced training);
- practical skills (not related to direct job responsibilities, such as car ownership);
- appropriate physical shape, energy, stress resistance, reputation.

The problem of increasing the level of professional competence of the future bachelor of tourism, able to think freely and actively, to model the production and technological process, independently generate and implement new ideas and technologies in professional activities is relevant in today's socio-economic environment.

First, a professionally competent bachelor has a positive influence on the formation of their creative abilities and skills; secondly, will be able to achieve better results in their professional activities; thirdly, promotes the realization of their own professional opportunities.

The principal feature of the animator is that knowledge of sociology, economics, political science, law, management theory, basics of directing and a number of other, socially significant and very prestigious sciences today acts not as an end in itself, but as an essential means of implementing the leading metafunction of socio-cultural activities - human involvement in the achievements of world culture, comprehensive development of his creative potential.

Important is the tendency to leadership, namely: the ability to show initiative, attract and direct the attention of others, offer them solutions, the ability to speak the language of their supporters.

The work of an animation specialist is associated with solving a variety of tasks and requires him to master a large number of competencies. These competencies can be organizational and managerial, technical, moral and psychological and more. The competency model should be understood as a set of knowledge, skills, abilities, qualities and attitudes to work. That is why such a model should have a multi-role professional profile. When building a multi-role professional profile of a specialist in tourist animation, it is necessary to identify the following aspects:

- many key "areas of responsibility" of a specialist in recreation and animation;
- criteria for the effectiveness of its activities for each key function;
- a block of basic abilities, skills and abilities necessary for the quality of each key function and achieve a high result;
- current and future trends in the development of external and internal environment, which can significantly affect the functional characteristics of the specialist in tourism recreation and animation;
- behavior specific to the activity of the tourism manager, in which his competence is manifested.

Need "soft skills" for a career in hospitality and tourism:

1. Compassion and emotional intelligence. It goes without saying that the digital transformation brings the future of the hospitality and tourism industry, but

this does not mean that the industry will become impersonal. On the contrary, investing in human capital is the key to finding innovative solutions in an ever-changing scenario. People determine the success of an organization, and if this is true in all areas, it is even more important for service areas such as the hotel business and tourism.

Employees with high emotional intelligence are very important for travel organizations when working with clients, as they differ not only in professionalism and a high degree of intuition, but also the ability to empathize - empathy, understanding of what is happening to another person, the ability to put themselves in his place. withstand and accept the destructive emotional reactions of others, directing them to solve specific problems. Employees with emotionally developed intelligence are observant and therefore clearly distinguish the emotions of tourists, extracting important information from them, as well as evoking the desired emotions when necessary, and therefore achieve better results in working with clients [6, 9].

2. Teamwork. This competence is closely related to emotional intelligence, flexibility, ability to interact with different personality types, tolerance for other cultures, religions, worldview. Among the specific qualifications required by a wide range of hosts and organizations, the ability to integrate into an existing team is often considered important when selecting a candidate.

A successful team player is one who:

- quickly adapts to the team and easily adapts to the overall rhythm;
- always remains objective, constructive, non-conflict;
- is able to listen to others, be flexible, competently convince colleagues of the correctness of their position;
- is not afraid to criticize, can admit his wrongness and support the idea of a colleague;
- creates an atmosphere of respect, mutual assistance, inspires team members;
- helps others and is able to accept help;
- avoids destructive disputes, is able to smooth out conflicts, ready to compromise;
- manages his emotions and abstracts from personal likes and dislikes;
- builds the schedule and plans loading according to the general plans and taking into account all terms;
- does not put his ambitions above the interests of the company.

3. Stress and time management. Hospitality managers often work on multiple tasks at once, quickly coping with a significant workload. It is easy to let emotions play out when you are asked to do several things at once for a short period of time and you are forced to solve unexpected problems. For a career in hospitality and tourism, you must be prepared for multitasking and keep a cool head. For successful animation activities it is extremely important to be proactive and innovative, constantly self-improvement, as tourism professionals prefer interesting projects and innovative technologies for their implementation.

4. Problem solving. Whether you are dealing with a difficult client or facing internal problems, the ability to think on your feet and offer possible solutions to

problems is one of the most valuable "soft skills" for a career in hospitality and tourism and, of course, a determining factor when it comes to professional success. Strategic decision-making is very important when using innovative technologies; ability to work in conditions of risk, to plan the activity and activity of animation crew, ability to delegate powers. You need to be able to manage the crisis, from identifying the problem to assessing how well the planned goal has been achieved and what can be improved in the future.

5. Strategy and innovation. Animator - a specialist who develops individual and collective leisure programs, which orients a person in a variety of leisure activities, organizing full-fledged leisure.

The manager of recreational and animation activities uses the whole arsenal of design tools: from script development to technical design; from functional analysis - to the organization and implementation of the intended program.

Among the professionally significant competencies should be noted:

- ability to analyze and determine the requirements for the project of recreational and animation program and synthesize a set of possible solutions to problems or approaches to the implementation of developed and ready health and entertainment activities;

- ability to make a detailed specification of requirements for recreational and animation programs and prepare a complete set of documentation of health and entertainment activities, with the basic economic calculations for their implementation;

- the ability to apply research methods in the creation of games, health programs and prove the novelty of their conceptual solutions.

The acquisition of competencies at the appropriate level occurs only in the process of practical activities, during which the necessary actions are carried out and the results of their implementation are analyzed [4].

Therefore, the purpose of the educational institution is to create the necessary conditions for the development of students' ability to independently solve communicative, organizational, ideological, moral, cognitive and other tasks. Students prepare themselves for successful professional activities, using social experience and gaining their own [5].

The competence of health-preserving is understood as an integral characteristic of the personality of the specialist, which determines his ability and willingness to solve professional problems related to the implementation of health activities in the process of providing assistance using knowledge, skills, professional and life experience. values of health and professionally important personality traits.

For the effective implementation of professional activities in the field of health-preserving competentness of a tourism specialist must be characterized by professionally important personal qualities (personal component): self-control and self-criticism; high level of creativity and professional self-awareness; stress-resistant qualities (physical fitness, self-adjustment, ability to control their emotions); optimism; the desire to improve their health.

Formed health competencies include not only knowledge, skills and abilities to effectively manage personal lifestyle, healthy environment management, but also the development of such professional and personal qualities as empathy, tolerance, self-control, culture of communication, adaptation to changing living conditions, ability to navigate. and self-determination in various spheres of life, adequate behavior in various life situations.

Skills and abilities related to a healthy lifestyle and safety of life require multiple implementation, so the organization of their application in practice is dominated by practical exercises and game situations, individual and group activities [5].

Discussion. The main task of a higher education institution in the process of education is a positive change in the attitude of students to their own health. To do this, the team of teachers and administrative staff of the university works closely with student government. The following measures are effective for cooperation with these cells:

- organization of various competitions: the best work on valeological topics;
- advertising of anti-nicotine propaganda;
- improvement of the health and sports base of the educational institution and dormitory for students;
- observance of health norms in the educational process;
- focusing young people on the personal and social importance of health and health culture;
- choice of motives for awareness of the need for a healthy lifestyle, health culture.

One of the conditions in the process of forming health-preserving competencies of students' personality is to ensure the integration of educational and extracurricular activities.

We determine that such methods as game, competitive, specific, problem, research, training, sports and health, group discussions allow to optimize the process of education and acquisition of the necessary theoretical and practical knowledge and skills, to apply innovative health technologies in the educational process, and also determine the openness, flexibility, variability and dynamism of the process of forming health-preserving competencies of future tourism professionals.

Conclusions. Therefore, in order for the future specialists in tourism to acquire health-preserving competencies in the process of professional training, it is necessary to create such an environment in a higher education institution that: will have an educational, formative impact on students; will promote the development of self-education of future specialists in health care, active participation of students in various types of health care activities; provide an opportunity for productive interaction between teacher and students.

Students' knowledge, skills and abilities in the field of tourist animation increase psychophysical readiness for professional activity, form professionally important competencies and contribute to the improvement of professional training for domestic

regional tourism, as well as effective development and implementation of animation programs based on domestic folklore and ethnographic potential.

Author contributions. The authors contributed equally.

Disclosure statement. The authors do not have any conflict of interest.

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Received: February 06, 2022

Approved: March 11, 2022