

# ASPECTS REGARDING ENTERTAINMENT IN TOURISM

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***Abstract:** Tourism is present in the lives of a significant part of the Earth's population, with all the current issues that have a negative influence on it. People seek relaxation, detachment from everyday problems, gaining new knowledge, maintaining or improving their health, practicing a sport, but they do not want everything to be boring. To this end, over the years attempts have been made to create a pleasant, lively holiday atmosphere. Entertainment is now part of the tourism product, a component of tourist leisure, and entertainers are the people tourists want to be around. Entertainment can be seen as a binder of the tourist product.*

***Keywords:** tourism, entertainment, entertainer*

## INTRODUCTION

People's everyday life is getting more stressful, busier and, at the same time, more solitary, more secluded. Therefore, spending leisure time outside the main residence is a necessity and an increasingly common desire for people.

Tourism has become a habit, a way of being, for a large part of the Earth's population.

Tourists want an escape from the familiar, they need entertainment, improvement of physical condition, health, knowledge, return to their roots, etc.

Motivation is personal and subjective, influenced by a series of internal, psychological and external impulses that stem from our environment. Exogenous impulses manifest themselves in the attraction or rejection of certain objectives, destinations or forms of tourism.

"In scientific tourism research there are different levels of the human motivational pyramid proposed by A. Maslow, namely:

- social motivation, which is found in the human need to seek and integrate into a group;
- cognitive motivation, which is identified in the need for knowledge;

- the motivation of concordance between knowledge, feeling and action, which contributes to the integration of the individual's personality;
- the motivation to rest and comfort;
- aesthetic motivation.

Motivation is what influences the decision to buy a tourist product and its consumption."<sup>1</sup>

As life has evolved, so has tourism developed to meet people's desires. While in its early days a tourist product included transport, accommodation and catering services, and in some cases medical treatment, it now has to include leisure. According to the Romanian Tourism Law, tourist leisure comprises a "variety of activities, means, equipment, events, which have the capacity to ensure a state of well-being, pleasure, comfort".

### ENTERTAINMENT

Entertainment has emerged as a component of leisure, aiming to ensure that during the trip and stay tourists have a leisure time as pleasant and as useful as possible. Practically, it gives life to leisure time, livens up the holiday.

It is entertainment that diversifies the holiday and creates new experiences for tourists, helping them to relax, enjoy themselves and socialize. This can only be achieved by ensuring maximum safety for tourists.

Over time, specialists in the field have defined entertainment as "any action in or on a group, community or social environment aimed at developing communication and ensuring social life, by resorting to semi-directive methods"<sup>2</sup>, or "any activity involving the participation of the tourist, coached by a person qualified to plan and organize various programs"<sup>3</sup>.

Entertainment, in the view of the French Academy, is "a method of leading a group which encourages the integration and participation of group members in collective life"<sup>4</sup>.

Entertainment in tourism emerged as part of the leisure offered at the tourist's chosen hotel, later extending to the tourist destination.

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<sup>1</sup> Sava, Cipriana, *Economia turismului*, Editura Eurostampa, Timișoara, 2011, p. 32

<sup>2</sup> Chiriac A., Cristea A. *Animația în turism și industria ospitalității*. București, Editura Gemma Print, 2003, p. 46

<sup>3</sup> Stănculescu G., Jugănaru I. *Animația și animatorul în turism*. București, Editura Uranus, 2006, p. 127

<sup>4</sup> <https://dokumen.tips/documents/animatie-in-turism.html> pag 21.

The entertainment features are:

- it takes place in free time;
- it is adapted to national and regional traditions and culture;
- it is based on the concerns of tourists according to their age group;
- it offers tourists freedom of choice of activity;
- it helps personal development, rebalancing well-being and health, raising educational and cultural levels.

In order to develop entertainment activities, it is necessary to identify the types of entertainment that suit the characteristics of the location, to arrange the spaces and acquire the necessary equipment, and to hire qualified personnel. It is also important to understand the profile of tourists who appreciate the destination in order to make their holiday more enjoyable, and to implement those types of entertainment that appeal to them.

The types of entertainment are diverse and one or more can be found in a destination (Table 1).

Table 1. Types of entertainment

Type of entertainment	Specific activities	Tourist profile
relaxation	yoga, group meditation, sunbathing, seaside;	adults and senior citizens, people who want to connect with nature, to forget about everyday life
fun	casino games, activities in amusement parks, water activities	children (for amusement parks), young and active people with a lot of adrenaline, people trying to get rid of everyday stress
cultural	visiting museums, memorial houses, local cultural events, seminars, conferences, language courses	young people, adults eager to learn, highly educated people
creativity	pottery, drawing, painting, weaving, knitting (hand-made activities)	people of all ages who want to experience their practical skills
entertainment	contemplation of nature, landscapes, flora, fauna, festivals, sports competitions	people of all ages looking for entertainment
history	visiting castles, cemeteries, mausoleums, battlefields	students, history enthusiasts or specialists
gastronomic	wine tasting, gastronomic tours, preparation of cheese	adults seeking authenticity and diversity of culinary products
adventure	dangerous tours, expeditions, extreme sports	sporty, adventurous people

The activities included in each type of entertainment may or may not satisfy the tourist, depending on several factors, such as:

- age;
- gender;
- origin country/region;
- language spoken by the tourist;
- level of culture and education;
- income level;
- socio-professional group of the tourist;
- mood, state of mind;
- time of day;
- weather conditions;
- state of health;
- duration of stay.

Thus, in order to fulfil the tourist’s desires, it is necessary to provide them with several activities from which they can choose what suits them best.

The main functions of entertainment are multiple and diverse, with impact in the socio-cultural, economic and psychological areas (Table 2).

Table 2. Functions of entertainment

Function of entertainment	Effect of function of entertainment
information	Presentation of the hotel or destination offering entertainment services
marketing	Promotion and sale of entertainment services
adaptation	Socializing
relaxation	Spending free time on an organized trip with qualified staff
educational	Deepening knowledge in an area of interest
correction	Completing educational and cultural information
economic	Boosts sales of several services and products
dissemination	Raising awareness on artworks
critical	It makes you appreciate the cultural value of an artwork, it also highlights the faults of modern man, of life directed towards materialism, but also the possibility of opening up to nature and culture

Given the tourists' interest in entertainment, it has become an ongoing concern for hoteliers, resort managers and tourism organizations, who invest in equipment and skilled personnel.

## ENTERTAINER

The entertainer is the qualified person who creates, organizes and coordinates entertainment programs and activities for tourists during their stay or during their trip, taking into account the tourists' preferences.

It is the person who stimulates, enlivens an activity, an action, and therefore they must have certain skills and knowledge (Table 3).

Table 3. Characteristics of the entertainer

Solid knowledge of	Skills	Skills
mother tongue	good psychologist	reliability
international language (at least one)	sporty (good physical shape)	professionalism
geography	imagination	accountability
history	ease of expression	flexibility
art/architecture	creativity	versatility
literature	organizer	courtesy
ethnography	artist	availability
computer science	leadership	charisma
legislation	good teacher	spontaneity

In practice, a well-trained, serious, but also spontaneous entertainer can put tourists in a good mood and help them integrate more easily into a group and socialize.

## CONCLUSIONS

Entertainment is an activity that gives tourists the opportunity to live beautiful experiences that make their stay unforgettable.

The implementation and development of tourism entertainment has positive social and economic effects. The most obvious effects are:

- Increased attractiveness of the tourist destination;
- Increasing the number of tourists;
- Recovery of tourists' health and well-being;
- Positive change in the length of the tourist season in a destination;
- Creation of new jobs and reduction of unemployment, at least seasonally;
- Gaining a competitive advantage over another tourist destination or accommodation facility;
- Increasing the revenue and the profit of the economic operators involved.

Entertainment means creativity, there are practically no limits to the creation of entertainment programs, the originality of the activities will attract more tourists.

Modern tourism cannot exist without entertainment. It aims at creating a positive mood, a relaxing climate, which can be achieved with the help of the entertainer. Tourists increasingly appreciate active holidays; without entertainment, holidays become boring.

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