

The Challenges Confronting Egyptian Animators, Application on Sharm El Sheikh and Hurghada Resorts

Ahmed Mohamed Atef¹ Nahla Mohamed Helmy Ibrahim²

¹The Higher Institute for Specific Studies, Giza

²The High Institute of Tourism, Hotels and Restoration, Abu Qir, Alexandria

Abstract

Animation is an indispensable part of entertainment within resorts. In spite of that, it is infrequently handled in studies and researches. Egyptian animators are not easily hired in Egyptian resorts as they confront real challenges in their work. The aim of this paper is to address the main challenges facing Egyptian animators in work and offer solutions to them in order to increase the number of Egyptians filling the animator job vacancies as well as encouraging many young Egyptians joining the animation career. To fulfill this aim, the paper has utilized an interview with managers of (30) resorts in Sharm El Sheikh and Hurghada plus a questionnaire distributed among (150) Egyptian animators working in these resorts. The research has reached to a conclusion that the main problems facing Egyptian animators are the low salary, shortage of qualified animators, absence of recognized and professional training or education for qualifying or certifying animators in Egypt and finally, no guarantee of career path for animation staff. It is recommended that there must be support from the governmental associations to encourage Egyptian youth joining such a career. Moreover, there must be efforts exerted by resorts' management to improve Egyptian animators' work life condition in terms of salary, workload and implementation of specialized animation training.

Keywords: Challenges, Egyptian Animators, Sharm El Sheikh, Hurghada, Resorts.

1. Introduction

Anderson (2006) mentioned that vacation time mostly spent in entertainment as one of the basic needs for change and relaxation. Accordingly, animation has been regarded as one of the hospitality services offered to guests at hotels. Animation includes sports, swimming, gymnasium, sauna and other leisure activities. Bohdanowicz (2006) confirmed that there must be an appropriate atmosphere for recreation to meet the main objectives of guest's vacation, which is mostly escaping from the routine life to fun and amusement. As a result, a specialized tailored service have been made in hotels for the development of guests' leisure to entertain their holidays.

Charles and Richie (2009) categorized tourist visits according to priority and purpose of the vacation. Therefore, there are two categories: business trips and recreation trips. Recreation trips are ranked as the first category, and business trips have come in the second rank.

2. Research Problem

Egyptian animators are suffering from many problems that form a typical challenge. Additionally, the quality of their performance is not up to the quality standards. On the contrary, the foreign animators are more skillful and qualified than the Egyptian ones, this is why they are mostly selected and preferred by resort management. Consequently, Egyptian youth are mostly not interested nor enthusiastic to join the career of animation. This problem has been discovered through a field survey done with a group of Egyptian animators that are currently working in Sharm El Sheikh and Hurghada resort.

3. Research Hypotheses

1. There is weak support from the governmental and authorized associations to attract youth joining animation career.
2. There are no animation skills' training courses or specialized education in animation to qualify youth and let them capable to work in the animation field.

4. Research Objectives

Research objectives are limited to:

1. Identify the challenges confronting Egyptian animators, in Sharm El Sheikh and Hurghada resorts.
2. Identify Managers' perception towards the Egyptian animators' efficiency as well as their views about the difficulties facing Egyptian animators in Sharm El Sheikh and Hurghada resorts.
3. Provide solutions to the main problems facing the Egyptian Animators.
4. Provide recommendations to encourage Egyptian youth joining the animation career and narrow the gap between the foreign animator and the Egyptian animator.

5. Review of Literature

5.1 Entertainment and Animation idea

Finger and Benoit (1998) stated that animation career in hotels is set to prepare a recreation and amusement program for hotel visitors. Animator should work as a team member who supports guests with the daily athletic activities and social events during their stay. Animation activities surely are leading to guest satisfaction and leave an unforgettable memory in mind. Kathleen (1999) added that animation also includes different types of cultural shows manifested during guest's accommodation. Moreover, Florida (2002) mentioned that the professional animator is the one who provides lively activities within energetic atmosphere, which is the main pre-requisite for joining such a career. This implies the fact that this occupation needs specific physical requirements for acting such activities, rather than educational qualifications. Therefore, varieties in animation activities illustrate how much the hotel or resort is competent.

Pearce and Johnston (2003) pointed out that animators are characterized with some bodily and emotionally conditions. He/she must be knowledgeable enough with different sports' issues as well as skillful in contacting positively with guests, as well as have the ability to work effectively in a team. The animator should be able to create good relationship with hotel visitors to make a remarkable vacation and let guests repeat their visits. Consequently, animation is one of the reasons behind resorts' success, reservation ratio increase and good reputation.

Gabriela *et al.*, (2009) referred to entertainment and animation as significant means for hotel profits and obtaining financial benefits. Mostly, entertainment shares with approximately 10-15% of the overall vacation spending. This record differs from one activity to another. For example, skiing, shooting and yachting are allocated as the most profitable kinds of activities that increase the volume of sales in hotels and maximize the vacation value. Moreover, Kraus (2008) asserted the fact that entertainment and recreation are considered competitive advantages for resorts and hotels. This is due to the fact that they attract tourists and make the accommodation distinctive with the variety of activities that amuse guests' time during stay and increase the rate of return visits. Mawson (2014) stated that animation has become one of the basic parts of hospitality services as well as a significant classification criterion for resorts. Variety in animation activities has been emerged to meet both individual and group needs for amusement and entertainment during their vacation.

5.2 Types of tourist animation

Buntasheski (2010) has listed down seven animation types which are: a) the complete relaxation animation, b) the recreational animation c) the commercial animation, d) body shape purposes animation, e) the cultural animation, f) and g)the show animation, the culinary animation and the professional animation. For more details, see table (1).

Table (1) Types of Tourist Animation.		
Types of Animation	Characteristics	Forms
The Animation For Pure Relaxation Purposes	This category comprises activities such as sunbaths and baths in the sea, walking-wayfaring, sight-seeing, meeting with friends and relatives.	Shopping Trips Walks
The Recreational Animation	General (facilities for amusement and/or populated with characters from fairytales or comic strips), thematic (nautical, planetarium, zoological), reservations and casinos.	Trips
The Commercial Animation	Usual or specific shopping (presents, souvenirs, handicraft items) which appears as a pleasant way to spend free time.	Shopping

The Animation Oriented at Achieving Optimal Body Shape	The spread typology of the treatments - from the balneal treatment, as medical product, to the weight loss, beauty treatments and fitness - as well as practicing different sports as a way to maintain good health.	Practicing sports
The Cultural Animation	Its objective is to get to know the tourists, to form and educate them, focusing on the moral side of their personality. It is one of the most widespread types of animation and one of the most accessible to tourists, irrespective of their level of education and their convictions (political, religious).	Visits to museums and memorial houses, taking part in various cultural events, circuits related to the life and work of certain literature, music, national and universal art personalities, scholarships, trips for the purpose of learning foreign languages.
The Show Animation	Is characterized by a variety of forms; among these, nature trips for its landscape diversity, as well as the richness of its flora and fauna.	Theatrical events, cinemas, musical, art and folklore events, sports competitions – national or international championships Olympics, rallies, contests.
The Gastronomic Animation	Usually addresses a specialized type of audience.	Fairs and exhibitions, congresses, circuits with an industrial, agricultural content.
The Professional Animation	Addresses a specialized public, generates an important volume of tourist spending for the business tourism, focuses on developing specific skills of the employees	Reunions, congress events, conferences, seminars Fairs and exhibitions

Source: (Buntasheski, 2010).

5.3 Responsibilities of Animation Staff

Kirillova and Liping (2014) clarified that the main responsibilities of a hotel animation members are:

- To prepare an animation program for entertainment in the hotel.
- To be responsible for creating a friendly relationship with guests.
- To work as a team player.
- To motivate hotel visitors in performing some athletic activities.
- To keep an eye on every minor details of hotel entertainment activities.
- To do all works related to producing the required animation material.
- To deliver a good quality of guest service to maintain customer satisfaction
- To be a good representative of public relation.
- To provide the required interpretation at special occasions and activities.
- To provide activities required in shows and dancing, acting and games.
- To report to head animator.
- To promote and merchandise hotel services.
- To prepare sales reports and provide administrative tasks.

5.4 The Professional Profile of Animator

Butler (2009) mentioned that the animator is one of the hotel staff that always communicates with guests during their accommodation starting from arriving till leaving the hotel. The animator should read guests' needs, comforts and wants for entertainment. Thus, he or she must possess some physical and talented skills and capabilities that make guest visit an inspiring experience. Pearce and Johnston (2003) pointed out that animators are characterized with some bodily and emotionally conditions. He/she must be knowledgeable enough with different sports' issues as well as skillful in contacting positively with guests, as well as have the ability to work effectively in a team. The animator should be able to create good relationship with hotel visitors to make a remarkable vacation and let guests repeat their visits

According to Chuang (2013) the most significant psychological and physical traits of the animator are:

- (1) Personal and qualified morality.
- (2) Sense of humor with comic spirit.
- (3) Helpful and cooperative spirit.
- (4) Understanding the significance of the art of animation.
- (5) Cleverness and mutual understanding.
- (6) Psychological fitness.
- (7) Liveliness and eagerness.

Pritchard (2003) mentioned that the animator should have the capability of coordination through well-arranged mind. Moreover, Fuchs and Reichel (2004) added that animators must own adequate hospitality skills and ability to work professionally within a team. Sotiriadis (2005) also confirmed that animators should have the aptitude to work with unfamiliar environment and addressing different types of guests as their personality must be socially built with positive talents and be also skillfully trained to provide the appropriate animation services. In this context, Kripendorf (2006) pointed out that animation should be well educated and enriched with cultured personality. However, such animators are not easily found as they are seldom in the labor market. The professional animator is the one who can prepare animation programs for hotel guests according to their needs, desires, culture and interests.

Finger and Benoit (1988) have summed up the animator profile in:

- (1) Colleague: Animator should be set as a colleague.
- (2) Driver: animators, and spiritual adviser of their activities.
- (3) Organizer: In order to successfully realize animation programs, animators need to be successful organizers.
- (4) Universal: Animators not only need to know all the contents of the animation but should also have wider education and general culture.
- (5) Specialist: Despite its universality, he/she should be a narrow specialist for a specific animation activity.
- (6) Active guest on holiday: First of all, an animator is a tourist worker who encourages and organizes animation activities.

(7) Host: Animator is a representative of the hotel, the place, and the country as a whole. In every situation, he/she should make it clear that he/she was proud to belong to the community that he/she represents.

(8) Representative: This role of the animator does not give him/her any special power, but means that it protects the interests of the hotel.

(9) Informatory: Animator is the carrier of information to visitors. Guests as a group or individual are usually interested about their stay in the country, population, its culture, and customs.

(10) Partner in conversation: It is known that interpersonal communication is the essence of animation.

(11) Friend: If you establish a professional, but at the same time, friendly relationship between animators and members of the group, the success of the animation is inevitable.

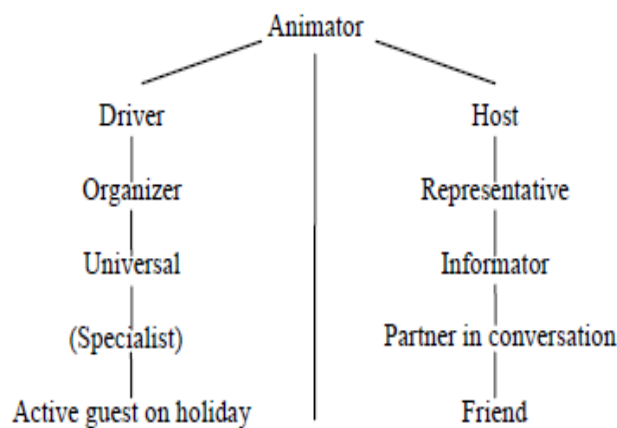


Figure 1: Schematic Representation of the Roles of Animators.

Source: Finger and Benoit (1988).

McIntosh and Goeldner (2005) stated that since animation includes different complicated activities, consequently, the need for specialized animation education increases. However, the current staffs still need such qualification and are poor in getting the enough knowledge and skills. Therefore, resorts that believe in this philosophy should have enough information about all animation features and educational elements required for qualifying animation staff. Gowreesunkar and Ramnauth (2013) added that animators should be graduates of higher education institutes specialized in tourism and hospitality, or even attended training courses related to hospitality services. In addition, they should succeed in animation pretest before joining such career, which would contain both a theoretical and a practical part. For further animation career development, animators should upgrade their skills through training and reading animation textbooks and up-to-date educational materials.

In this context, according to Bosshart and Macconi (2008), the following are regarded as proper experts for athletic-recreational animation:

- (1) Professionals' sports recreation.
- (2) Trainers' separate activity.
- (3) Head organizers for recreation.
- (4) Academics of physical education.

5.6 Recreational services in resort hotels: Customer satisfaction aspects

Kandampully *et al.* (2001) mentioned that all animation services and amenities are regarded as competitive advantage at resorts. According to a research study done by Bohrod (2010), 40% of hospitality managers expressed their readiness for making a well-built 'recreation area', and 20% of managers are willing to add some structural improvement to the spa. This is because tourists are willing to pay more dollars for obtaining a quality recreation service, the fact that represents a real change in customer behavior. Costa *et al.* (2004) stated that some hotels offer complimentary animation services for the purpose of making customer happier. The recreation and animation activities basically contain athletic games, dancing and walking sports, plus cultural activities, adventure sports and outdoor activities. These activities motivate and support the customer's innovative spirit, the physical fitness and adventurous interest. Whereas Johann & Anastassova (2014) claimed that animation activities and entertainment programs are considered significant factors of hotel guest satisfaction and decrease customer complaints.

6. Methodology

To reach research results, a survey study for thirty hotels has been accomplished through interviewing managers of (30) resorts. A sample consisting of 9 five-star resort hotels in Sharm El sheikh destination which represents 21% of the total five star resort hotels population in Sharm El sheikh and 10 5-star resort hotels in Hurghada destination which represents 40% of the total five star resort hotels population in Hurghada destination. In addition, six 4-star resort hotels in Sharm El sheikh destination which represents 7.5% of the total four star resort hotels population in Sharm El sheikh and five 4-star resort hotels in Hurghada destination which represents 9% of the total four star resort hotels population in Hurghada destination. The data collected from resorts declare a descriptive analysis by using SPSS version 16. The purpose of both the interview and questionnaire is to know and identify the perspectives of managers towards the challenges that confront Egyptian animators to set recommendations to reduce these challenges.

- Sharm El Sheikh and Hurghada are selected since they are famous tourist cities in Egypt that represent and form the symbol of entertainment tourism.
- Four- and Five-star resorts are chosen since recreation and entertainment activities are essential within such category of hotels.
- Four- and Five-star resorts are selected randomly.

7. Analysis

First: Interview with Managers

This part presents the analysis of the interviews with managers in the investigated hotels under eight main heading questions which are: Are there any Egyptian animators in the investigated resorts?, Which is better preferred by managers: the Egyptian animator or foreign animator?, What are the main prerequisites, job requirements and qualifications the managers prefer to exist in the hired animators?, Do animators have a career path in animation sub-department?, What are the main problems facing Egyptian animators in the investigated resorts?.

1- Availability of Egyptians in Animation Profession

This section discovers the real existence of Egyptians in the animation field. Findings of this question have been gathered through interviewing human resources managers of visited Sharm El-Sheikh and Hurghada resorts.

Sharm El-Sheikh resorts

Nine interviewed managers stated that there are no Egyptian animators working in their resorts. However, two managers only stated that all animators working in their resorts are Egyptians. They confirmed that since the hotel was generally affected by recent tourism crises in Egypt, all foreign workers gone and left their jobs, the fact that let managers depend on local labor including animation staff. Four managers provided controversial views as there are few numbers of Egyptians joining the animation staff. This is because there is shortage in Egyptian candidates applying for animator's job vacancies.

Hurghada resort hotels

All managers in investigated resorts declared that all animation staff are foreigners. They stated that they are hired through foreign animation agents specialized in animation outsourcing. This is because animation jobs require many specialized skills and talents which are found in foreign animators. They also added that old Egyptian animation staff exposed to job leaving and replacement because hotels' management recently rely on animation outsourcing through foreign or Egyptian companies specialized in animation subcontracting. Four interviewees confirmed that Egyptian animators are not qualified, and they record a high percentage of turnovers.

2- The Advantages of Hiring Egyptian Animators

Table 2 clarifies managers' point of view regarding the advantages of hiring Egyptian animators.

Major practices	Practices levels					Total	Weighted average %	Ranking
	1	2	3	4	5			
1- Low Cost	84	62	48	63	72	576	62.8	2
2- Familiarity with Egyptian Customers	51	54	52	48	59	330	48.1	3
3- Easily employed with minimum routine procedures	15	34	50	39	19	419	75.3	1
4- Other	-	-	-	-	-	-	-	-

According to the data in Table (2), it can be concluded that "Easily employed with minimum routine procedures" was considered as the top important and major advantages of hiring Egyptian Animator by an average of 75.3%, secondly, "Low Cost" comes as a second rank by an average of 62.8%, Finally "Familiarity with Egyptian Customers" come as a third and final rank by an average of 48.1%.

Two respondents of Hurghada managers added another important advantage which is the low compensation of Egyptian animators as the local Egyptian worker is paid less than the foreigner. Moreover, three Sharm El-Sheikh managers declared that The Egyptian animator is more familiar with Egyptian guests than the foreign animator, the fact that represents a significant advantage.

3- Preference for joining animation job vacancies

Sharm El-Sheikh resort hotels

All managers except only one manager in the investigated hotels, stated that the hotel usually prefer hiring foreign animators than the Egyptian ones. On the other hand, only one manager mentioned that unfortunately, they do not have the privilege to hire the foreign animator because of high turnover rate and financial incapability".

Hurghada resort hotels

However, five hotel managers clarified that guests prefer foreign animators because of their new movements and performance. Sometimes, some guests choose the hotel because of the good quality of the animation team. Nevertheless, three managers stated that foreign animators have no problems in working cheerfully with all kinds of nationalities. On the contrary, the Egyptian animator prefers dealing with certain types of nationalities.

4- The Gender that is preferred to be animators in the investigated resorts

Sharm El-Sheikh resort hotel

All managers in the investigated hotels mentioned that they prefer to hire male animators rather than female ones. In spite of that, six managers affirmed that every resort management prefers at least one female animator to join the animation team. They also added that female animators face some problems like sexual harassment whether verbal or physical, because of the misunderstanding of some Egyptian or foreign customers to the perspective and nature of the work of animation. As a result, some people deal with it in a wrong way. On the contrary the male animators do not face such difficulties and can easily deal with all groups without shame or fear".

Hurghada resort hotels

Thirteen managers in the investigated resorts agreed that they prefer the male animator than the female one. Two interviewees of Hurghada resorts clarified that male animators can deal with all types of employees and guests with no limitations. They also added that due the traditions of Egyptian customers, it is difficult for women to join the animation staff because of the function of such job which doesn't conform to the nature of the Egyptian women.

5- The Main Pre-requisites and Qualifications for joining animation team

Sharm El-Sheikh resort hotels

All managers in the investigated hotels stated that main pre-requisites and qualifications preferred are:

- 1- Personal and professional honesty
- 2- Sense of humor
- 3- Capability of providing services
- 4- Understanding of animating as art
- 5- Intelligence and common sense
- 6- Good psychophysical health
- 7- Energy and enthusiasm.

Hurghada resort hotels

Twelve interviewees in Hurghada resorts except two supported the following findings:

- 1- Age of animators: It should be specifically determined in accordance with the requirements. They are supposed to be relatively young and experience.
- 2- The Honesty With their interpersonal communication with the group: they should possess a high degree of interpersonal communication with the guests with honesty.
- 3- The talent: Given the fact that animation is a complex activity that needs creativity, it has to spread a feeling of serenity and tranquility.
- 4- The Intelligence: It will help to make it easier and faster for animators to communicate with the animation team and the guest. With this characteristic, animators can handle successfully all conflict situations, be rational in decision-making, realistic, and always cheerful".

6-The career path in animation sub-department

Sharm El-Sheikh resort hotels

Eight managers in the investigated hotels reported that animators have career path in animation sub-department. On the other hand, seven of them have different vision since they mentioned that animators have no career path in animation sub-department, they added that youth are discouraged to join such a career. There is no interaction between government agencies to encourage youth to fill these jobs to replace the foreign human element with Egyptian one and create new job opportunities in this field.

Hurghada resort hotels

Fourteen managers in investigated resorts agree that animators have career path in animation sub-department. Only one interviewee pointed out that within the majority of resorts, animation employee's layoff and turnover is very high. It represents a big problem that causes shortage in the animation staff. Therefore, the current animation staffs in the resorts are pressured with workload as they work for longer hours to cover staff shortage. In addition, animators are overloaded with various activities to cover such shortage.

7- The main problems facing Egyptian animators

Sharm El-Sheikh resort hotels

Ten managers in the investigated resorts reported that the main problems facing Egyptian animators in their resort are the inefficiency of the healthy and physical requirement. They stated that animators should be psychologically, physically and healthy fit, because animation is a laborious and responsible activity, which is mostly, does not exist in the Egyptian animators.

These findings are also supported by five interviewees of Sharm El-Sheikh resort resorts managers who stated that animators must have good intention towards people with the assumption that all people have the goodwill and positive thinking, believing in human values.

Hurghada resorts

All managers in the investigated hotels stated that there is a high percentage of Egyptian animators' leave and career change. This is for many reasons such as low salaries compared to other professions' salaries and compensation. Furthermore, four managers added that many employees try to change hospitality career to another one so as to satisfy their life and personal needs, the fact that represents a big problem for resorts' management. Moreover, four interviewees only mentioned that human resources managers tried many times to encourage Egyptian animators to stay since the coming period will be better, but unfortunately, they insist in leaving the job and consequently, resort management still suffer from the high ratio of turnover.

Managers also added that Egyptian animators fail to deal with complete attention to guests. This is because animators work with a big group of guests from different nationalities and various types, the fact that requires special skills and talents. On the contrary, the foreign animator possesses personal ambition and ability to deal with big number of guests. Furthermore, the foreign animator deals carefully with guests, satisfy their desires, and can help tourists while facing dilemma and fear. Adding to those two managers declared that the Egyptian animators miss the professionalism and knowledge of animation.

Managers also added that there is no support or interest from the governmental associations to help youth join the animation career; this is besides there is no specialized education in animation in technical schools or in colleges. This result supports the first hypotheses regarding the weak support from the authorized associations.

8-Managers' recommendations to attract Egyptian youth to join animator job vacancies and increasing the number of Egyptians hired in this field

Sharm El-Sheikh resort hotels

Eleven managers reported that to attract Egyptian youth to join animator job vacancies and increasing the number of Egyptians hired in this field, there should be criteria for animation staff selection.

It is possible that it will initially be a mix between foreigners and Egyptians, depending more on Egyptians rather than foreigners. They also added that resort management should not entirely rely on private outsourcing companies and should also prepare evaluation program in the websites depending on guest comments regarding the role of animation during their stay to adjust the Egyptian animators' deficit according to guests' needs and desires. Four managers also suggested setting a rewarding salary for that job to attract a larger number of employees.

Hurghada resorts

all Interviewed managers reported that to increase the number of Egyptians joining animation career, academic associations such as tourism colleges and institute should open a new department to serve this field and encourages new graduates of both males and females to work in this field .They also recommend special support from the Ministry of Tourism, to let Egyptians fill those jobs that are mostly occupied by foreigners, Improve standards of the profession so as to minimize the gap between the Egyptians and foreigners.

Employees' answers regarding the relation between education and the profession of animation

The aim of this question is to show if there is any relation between education and the profession of animation. Table 3 below presents this issue

Table (3) Employees' answers regarding the relation between education and the profession of animation.					
Is there any relation between education and animation profession	Sharm El-Sheikh Resort Hotels		Hurghada Resort Hotels		Average Percent
	Freq.	%	Freq.	%	
Yes	63	84	57	76	80
No	12	16	18	24	20
total	75	100	75	100	100

As shown in Table(3), 80% of respondents mentioned that there is a relation between education and the profession of animation, while 20% of them illustrated that there is no relation between education and the profession of animation.

Employees' answers regarding receiving any training courses related to animation skills

This question is designed to evaluate the animation training courses received by animation staff. Table 4 shows this issue.

Table (4) Employees' answers regarding the relation between education and the profession of animation.					
Have you received any training courses related to the animation skills	Sharm El-Sheikh Resort Hotels		Hurghada Resort Hotels		Average Percent
	Freq.	%	Freq.	%	
Yes	5	6.7	8	10.7	8.6
No	70	93.3	67	88.3	91.4
Total	75	100	75	100	100

Table (4) clarifies that 91.4% of all the animators did not receive any animation training courses, while 8.6% of them received some training courses about animation skills. This means that hotel managers should concentrate more on animation staff training and provide them with extra training courses. This result supports

All respondents agreed that they have obtained those courses through their own self-management efforts and on their account depending on specialized trainers in this field after joining the work in the resort. Furthermore five animators only mentioned that they have received the following training courses:

1. Mini disco dances.
2. Face painting for leisure-time animators.
3. Balloon creatures for leisure-time animators.
4. Aqua gym for leisure-time animators.
5. Sports activities for leisure-time animators.

Employees' answers concerning the working hours in the animator shift

This question is created to assess staff opinions concerning the working hours in the animators' shift. Table 5 below presents this issue

Table (5) Employee's answers concerning the working hours in the animator shift.					
Working hours in animators' shift	Sharm El-Sheikh Resort Hotels		Hurghada Resort Hotels		Average Percent
	Freq.	%	Freq.	%	
8 Hours	33	44	8	10.7	27.6
More than 8 hours	42	56	67	89.3	72.4
Total	75	100	75	100	100

Table (5) clarifies that 27.6% of all respondents work only 8 hours in the animator shift, while 72.4% of them are working more than 8 hours in the animator shift. Moreover, some of the employees in the investigated hotels agreed those 8 hours in not enough in the animator shift, if it is compared to the job nature, type and requirement during the day in the morning and at night.

Ranking main problems that face animators

This question is designed to identify the animation staff answers regarding the main problems facing animators in their work. Table 6clarifies this issue.

Table (6) Main problems that face the animator in the work.								
Main problems	Problems levels					Total	Weighted average %	Ranking
	1	2	3	4	5			
1- Difficult recruitment	54	68	91	108	120	492	92	1
2- Moving the employee from one hotel to another	31	13	30	21	11	249	42	4
3- Halting allowances (e.g. 12% service charge).	21	12	14	5	9	327	77	3
4- Permitting vacations without salary.	15	36	8	6	2	228	29	5
5-Lay off workers.	29	21	7	10	8	382	82	2

It can be concluded from the data tabulated in Table (6) that difficult recruitment is considered as one of the most important main problems that face the animator in the work by an average of 92%; secondly, lay off employees who did not complete the three-month recruitment test period by an average of 82%; thirdly, halting allowances (e.g. 12% service) was an average of 57%, fourthly moving the employee from one hotel to another records an average of 42% and finally permitting vacations without salary is the last one by an average of 27%.

Employees' answers regarding continuation in the animation career

This question is designed to indicate staff opinions regarding their intent to entire their work life and continue in the animation career. Table 7 shows this issue.

Table (7) Animators' intent towards completing their work-life in the animation career.					
Animators' intent towards continuing and completing the work-life in the animation career	Sharm El-Sheikh Resort Hotels		Hurghada Resort Hotels		Average Percent
	Freq.	%	Freq.	%	
Yes	30	40	37	49.3	44.6
No	45	60	38	50.7	55.4
Total	75	100	75	100	100

As shown in table (7), 55.4% of the respondents mentioned that they don't want to continue and complete their work-life in the animation career, while 44.6% of them explained that they want to complete their work-life in the animation career.

Work Attributes of Egyptian Animators

This question is designed to indicate respondents 'opinions regarding work attributes of Egyptian animators. Table 8 demonstrates such issue.

Table (8) Respondents' answers regarding work attributes of Egyptian animators.

Table (8) Respondents' answers regarding work attributes of Egyptian animators.								
Evaluation Attribute	Excellent		Good		Fair		Poor	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Salary.	17	11.3	24	16	43	28.7	66	44
Medical Insurance.	25	16.7	28	18.6	46	30.7	51	34
Morale motivation.	10	6.6	20	13.4	73	48.7	47	31.3
Working hours.	9	6	24	16	80	53.3	37	24.7
Regularity of training.	4	2.6	7	4.7	81	54	58	38.7
Management appreciation	21	14	33	22	44	29.3	52	34.7

Firstly, in terms of animators' satisfaction regarding the salary, 44% of the staff stated that their salary is poor. Moreover, 28.7% of the staff declared that their salary is fair. On the other hand, 16% of them mentioned that their salary is good and finally, 11.3% mentioned that their salary is excellent. Second, concerning animation staff satisfaction towards medical insurance, 34% of the staff stated that their medical insurance is poor, 30.7% stated that their medical insurance is fair and 18.6% confirmed that their medical insurance is good and finally, 16.7% mentioned that their medical insurance is excellent.

Thirdly, regarding animation staff satisfaction towards morale motivation, 31.33% of them stated that their motivation is poor. Furthermore, 48.7% of them mentioned that management motivation is fair. Meanwhile, 13.4% of them illustrated that motivation is good finally, 6.6 mentioned that their Morale motivation is excellent. Fourthly, concerning animation staff satisfaction regarding working hours, 24.7% of the staff stated that their working hours spoor, 48.7% stated that their working hours is fair. On the other hand, 13.4% confirmed that their working hours is good and finally, 6% mentioned that their working hours is excellent.

Fifthly, with reference to animators' satisfaction towards regularity of training, 38.7% of them stated that the quality and regularity of training is bad. Moreover, 54% of them mentioned that the quality and regularity of training is fair. On the other hand, 4.7% of them are satisfied regarding the quality and regularity of training and finally, 2.6% mentioned that their training is excellent. Lastly, regarding animators' satisfaction towards management appreciation in resorts during valley periods, 29.3% of them mentioned that the management appreciation for them is fair. Furthermore, 22% of them mentioned that their management appreciations good. On the other hand, 34.7% of them stated that they are not satisfied with their appreciation.

Comparison between Sharm El-sheikh and Hurghada resorts concerning Egyptian animators' work attributes and benefits

Table (9) Summary of the Mann-Whitney U test between Hurghada and Sharm El Sheikh resorts in Managers' answers concerning Egyptian animators' working attributes and benefits.

working attributes	Hotel Location	Mean scores	Std. Deviation	Mann-Whitney U test	Asymp. Sig. (2tailed)
Salary	Sharm	19.89	1.093	99.000	.004*
	Hurghada	15.56			
Medical Insurance	Sharm	13.34	1.083	53.500	.002*
	Hurghada	23.53			
Morale motivation	Sharm	16.61	.7356	126.500	.268
	Hurghada	19.66			
Working hours	Sharm	19.08	.974	154.500	.001*
	Hurghada	17.09			
Regularity of training	Sharm	17.71	1.043	136.100	.848
	Hurghada	18.34			
Management appraisal	Sharm	18.24	.830	141.200	.872
	Hurghada	17.72			

Mann-Whitney test was used to investigate the differences between Sharm el-sheikh and Hurghada resorts concerning Egyptian animators' work attributes and benefit as shown in Table (9). Mann-Whitney U test revealed the significant difference ($P < 0.05$) between Sharm El-sheikh and Hurghada resorts regarding Egyptian animators' attributes and benefits through their questionnaire answers. In terms of salary, Egyptian animators in Sharm El-sheikh achieved a higher rank of mean score ($M = 18.89$) than animators in Hurghada hotels ($M = 15.56$). This means that Sharm El-sheikh animators are more satisfied with salary than those in Hurghada. In terms of medical insurance, Egyptian animators in Hurghada achieved a higher rank of mean score ($M = 23.53$) than those animators in Sharm El-sheikh ($M = 13.34$). This means that Hurghada animators are more satisfied with medical insurance than those in Sharm El-Sheikh. Finally, regarding the working hours, Egyptian animators in Sharm El-sheikh achieved a higher rank of mean score ($M = 19.08$) than animators in Hurghada ($M = 17.09$). This means that Sharm El-sheikh animators are working more than those in Hurghada.

Respondents' recommendations for increasing the Egyptian young people awareness about animation, encouraging and attracting them to join this career

1. Set requirements for selection the animation staff in resorts.
2. Set an appreciable salary for the animation job.
3. Set a suitable medical insurance due to the high incidence of injuries that may happen during animators' work
4. Determine a specific working hours and morale motivation focused by hotel management.
5. Add a new department in institutes and colleges serving this field and encouraging new graduates to join this field.
6. Provide support from the Ministry of Youth and Sport, Ministry of Tourism and Ministry of Education to let Egyptian Young people fill such career.
7. Develop standards for the nature of this profession to narrow the gap between the Egyptian and foreign animators.

Gender	Sharm El-Sheikh Resort Hotels		Hurghada Resort Hotels		Average Percent
	Freq.	%	Freq.	%	
Male	61	81.3	58	77.3	79.4
Female	14	18.7	17	22.7	20.7
Total	75	100	75	100	100
Age	Freq.	%	Freq.	%	Average Percent
Less than 20 years	29	38.7	28	37.3	38
From 20 to less than 40	25	33.3	24	32	32.7
From 40 to less than 50	14	18.7	12	16	17.3
50 years and more	7	9.3	11	14.7	12
Total	75	100	75	100	100
Education level	Freq.	%	Freq.	%	Average Percent
Technical Secondary School	39	52	37	49.3	50.6

Higher Education (University or high institute)	25	33.3	31	41.3	37.4
Postgraduate studies (Postgraduate Diploma, Master or PhD)	8	10.7	5	6.7	8.7
Others	3	4	2	2.7	3.3
Total	75	100	75	100	100

Respondents' profile

The demographic profiles of the hotel respondents are shown in table (10). It can be noticed that 79.4% of all the animation staff are male compared to only 20.7% who are female. This shows that the proportion of males in that job is more than females. In terms of employees' age, it was found that 38% of respondents are Less than 20 years. Moreover, 32.7% of them range between 20 to less than 40 years old. Furthermore, respondents between 40 to less than 50 years old are representing the percentage of 17.3%. Finally, 12% of them are 50 years and more. Regarding respondents' educational level, 50.6% of respondents graduated from technical secondary school. Moreover, 37.4% of them are university or higher institute graduates. Furthermore, 8.7 of them obtained Postgraduate studies.

8. Conclusion

Results and major findings

According to the above interview and questionnaire analysis, it is briefly concluded that most of animation staff are recruited through foreign or Egyptian agents specialized in animation outsourcing. It has been also clarified that the majority of animators in the investigated resorts are foreigners since they are more qualified than Egyptian animators who record a high ratio of turnover and there is a large leakage of the Egyptian animators. This is why resorts' management prefers to select foreign animators in animation job vacancies rather than the Egyptian ones. Furthermore, most of the Egyptian current animators are male not female as female animators are exposed to some problems such as sexual harassment and the nature of animation job which does not meet the work habits of a female employee. Sometimes there is no career path in animation profession the fact that represents a real problem for Egyptian animation staff that leads to youth discouragement to join such a career, especially there is no support from the authorized associations and the Egyptian government to attract young people to join such a career. Most animators did not receive any training or animation's skills development courses. Few of them only received training through their personal efforts and on their account. The poor salary is the first problem the Egyptian animators are suffering from, and then come other problems such as the working hours that exceed 8 hours and the insufficient medical insurance.

A great percentage of Egyptian animators are graduated from technical secondary school which is a disadvantage since animation field is a refined one that needs employees with higher education. And there is a strong relation between education and animation career. Finally, the two hypotheses of the research have been verified through the data analysis.

9. Recommendations

The following recommendations are demonstrated to encourage the Egyptian young people joining the animation career and increase the number of appointed Egyptians in the animation team.

9.1 Recommendations for the Egyptian governmental and authorized associations

- The Ministry of Tourism should arrange for providing training and skills development programs in cooperation with the Egyptian Hotel association, according to training need analysis study that represent the animation needs in Egyptian resorts
- The Ministry of Tourism, in cooperation with the training committees in the Egyptian Hotel Association and the Egyptian Tourism Federation, have to prepare for a detailed job profiles of the animation staff starting from the animator till animation manager, which inch include all the details of the required activities, skills needed and job requirement. This will help young people be more aware about this job and qualify themselves to join such a career
- The Ministry of Education should add new courses related to animation career and skills to be integrated to the syllabus and/or curricula in tourism and hotel technical schools, colleges and high institutes.
- The Ministry of manpower in conjunction with other related ministries should certify training centers specialized in animation skills development and grant graduate accredited and recognized certificates
- There must be support from the Ministry of Youth and Sport in cooperation with other concerned and related ministries to encourage Egyptian young people joining the animation career through many ways like media by stressing on its important values and benefits.

9.2 Recommendations for the Egyptian resorts

- Egyptian resorts should offer suitable job packages with extra advantages and benefits to those Egyptian candidates who apply for animation job vacancies. These advantages include appreciable salary, suitable working hours, medical insurance and career path program
- Provide Egyptian animators with training courses and skills development program to narrow the gap between the skills of foreign animators and the skills of the Egyptian ones.
- Increase the number of appointed Egyptian animators through qualifying them and improving their skills, then gradually depending on Egyptian animators rather than foreign ones
- Sign protocols/agreements with the recruitment companies, specialized in animation outsourcing, with including a condition in the contract about the recruitment of a number of Egyptian candidates rather than the recruitment of all animation staff as foreigners.
- Launch an awareness campaign with the participation of related authorized associations, for stressing on the importance and benefits of animation career.

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التحديات التي تواجه مسؤلى الأنشطة الرياضية المصريين: بالتطبيق على منتجعات شرم الشيخ والغردقة

أحمد محمد عاطف^١ نهلة محمد حلمي إبراهيم^٢

^١المعهد العالي للدراسات النوعية، الجيزة

^٢المعهد العالي للسياحة والفنادق وترميم الآثار، أبوقير، الإسكندرية

الملخص العربي

تعتبر الأنشطة الرياضية جزءاً هاماً بقسم الترفيه والتسلية في المنتجعات السياحية. وبالرغم من أهميته، لم يتناوله العديد من الأبحاث والدراسات. حيث نجد أنه لا يتم تعيين مسؤلى الأنشطة الرياضية بسهولة في المنتجعات السياحية وذلك لمواجهتهم لبعض التحديات الحقيقية فى عملهم. يهدف هذا البحث إلى دراسة هذه التحديات وطرح الحلول المناسبة لزيادة عدد الشباب المصري الملتحق بالعمل فى هذا المجال. لتحقيق هذا الهدف استخدمت الدراسة إستمارة إستبيان تم توزيعها على عدد ٣٠ مدير من مدراء الموارد البشرية بالمنتجعات السياحية بشرم الشيخ والغردقة وعدد ١٥٠ من العاملين بالأنشطة الرفيحية بهذه المنتجعات ووصل البحث إلى بعض النتائج وهى مواجهة مسؤلى الأنشطة الترفيهية المصريين لبعض المشكلات أهمها ضعف الرواتب والمهارات المهنية وعدم وجود تدريب أو تعليم معتمد يختص بتأهيل مسؤلى هذه الأنشطة الرياضية وأخيراً عدم وجود مسار وظيفى مضمون لمهنة الأنشطة الرياضية. ويقترح البحث بضرورة وجود دعم من المؤسسات الحكومية لتشجيع الشباب المصرى للإلتحاق بهذه المهنة. هذا بالإضافة إلى أهمية بذل جهد من المنتجعات السياحية من حيث زيادة رواتب مسؤلى هذه الأنشطة الرياضية المصريين والاهتمام بحياتهم الوظيفية من حيث حجم وساعات العمل وأخيراً توفير دورات تدريبية تخصصية لتطوير أدائهم.

الكلمات الدالة: تحديات، مسؤلى الأنشطة الرياضية، المنتجعات، شرم الشيخ، الغردقة.