

## **Development of Various Animation Programs for Tourists in Buddhist Monuments and Ways to Implement Them**

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**Abstract:** Entertainment programs require a high level of skill in the spiritual, mental and physical recovery of a person. Recreation helps to solve professional and family problems, to gain self-confidence, to have a positive outlook on life, as well as to strengthen the relationship between man and nature.

**Keywords:** Animation, tourist, Buddhist.

### **INTRODUCTION**

Animation services in the field of tourism development in Uzbekistan are interpreted as modern services, and the demand for them is growing by travel agencies. At the same time, the variety of programs organized by theater and folklore groups is a proof of our opinion. Today, tourism is not only an ambassador of peace, but also a force for the promotion of culture and art among nations.

The word animation comes from Latin (anima-wind, air, soul; animatus - animation), which means to animate, inspire, stimulate vitality, motivate to activity.

Animation is a unique type of service that aims to improve the quality of service, but also a form of advertising aimed at accelerating the sale of tourism products in the tourism market to attract visitors to their acquaintances and increase the profitability and profitability of the tourism business. is

In the field of tourism, animation refers to the way in which animators interact with tourists on a leisurely basis, with a combination of formal and informal guidance. As a result of such interaction, the health, cultural, creative, and educational needs and interests of the participants in this process are met.

Animation is a variety of tourist activities that take place in tourist enterprises (tourist complexes, hotels, cruise ships, trains, etc.). It attracts tourists to various events by participating in a special program designed for leisure.

Animation has a variety of character aspects, including:

- is done in free time;
- free understanding, willingness, initiative and activity of both individual and different social

groups;

- linked to national, religious, territorial characteristics and traditions;
- Adults, young people, children are characterized by different types based on different interests;
- Highly personal, developmental, health-improving and educational.

It should be noted that during the animation process, the animator helps tourists to see the objects of the accident. This allows the viewer to perceive the story on a particular topic. Listening to the necessary information or filling in what they see under the music, trying to see it in the same way, joining the process, gaining practical skills.

During the formation of the animation program, the organizers should determine the following:

- Who makes up the target audience (for whom the animation program is intended)?
- What is the content of the animation program (main idea, purpose, tasks)?

Based on the use of animation technology for tourists in Buddhist monuments, it is possible to understand the set of methods of work of the animator, the organization of this work, the use of equipment and tools. Creating and selling animation programs for tourists at Buddhist monuments is a complex and multifaceted process. Because it solves the following tasks:

- development of animation programs;
- calculating the economic value of programs;
- advertising of programs;
- their sale;
- creatively implement animated programs by analyzing them.

These technological processes integrate the whole system and all the components interact

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The technological process of creating animated programs for tourists in Buddhist monuments includes the following elements:

- Visitors (individuals and groups of people) served by the facilities;
- subjects of activity: heads, specialists of animation services;
- the animation service itself (the process of subject-to-subject interaction) with all its components.

All the elements of the technological process work together and interact to form a single system. The main elements of this system are the objects of activity, people: tourists, guests, vacationers, everything is aimed at meeting their physical and spiritual needs. Therefore, animators need to be aware of these needs, and every day they need to study the audience, the moods and interests of different groups of the population. Without knowing people, it is difficult to achieve the expected results, it is difficult to influence the audience emotionally and increase intellectual efficiency.

Stages of developing and conducting animation programs for tourists at Buddhist monuments or places where Buddhist monuments are located. In Buddhist monuments, the work of preparing and conducting an animation program can be divided into several stages.

The first stage (the largest and most responsible stage) is the preparation, which includes:

- Analysis of the proposed animation program in Buddhist monuments;
- identify the goals and objectives of the proposed animation programs on Buddhist monuments;
- choose the place and time of the program;
- Design of animation programs offered in Buddhist monuments, taking into account the age, ethnicity and other characteristics of consumers of this service;
- select or create animation scenarios included in the program;
- Estimating the cost of programs;
- selection of creative team, distribution of tasks within the animation team (group);
- Technical preparation: purchase of inventory, decoration, costumes, props, etc. preparation;
- installation of sound and lighting equipment and other technical means, stage equipment, preparation of phonograms, etc .;
- rehearsals, rules of the game, etc .;
- Conducting an advertising campaign for the planned animation events.

The second stage is to conduct an animation program, which is the most difficult and responsible task for all participants. This requires all the animators to work together, overcoming nervous tension and completing the task at hand.

The third stage is summarizing: the program is analyzed; the analysis is accompanied by a summary of consumer questionnaires; the program will be improved. Thus, the technological process consists of three main stages: the preparatory part, the implementation of the program and the analysis of the conducted program.

An advertisement for an animated program offered to tourists at Buddhist monuments or places where the remains of Buddhist monuments are located. The effectiveness of an animation program largely depends on the proper organization of the advertising campaign. It is well known that advertising is the delivery of goods to consumers in order to increase their demand for consumer goods and services. It turns out that animated programs are advertised at a very low level. Even in tourist enterprises that have this program.

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Advertising an animation program at a Buddhist monument is a means of informing consumers about its content, features, and attractiveness in order to arouse their interest, and consumers become participants in the animation program by purchasing the advertised product. Here are some things to look for when selecting an animation program:

- Estimating the financial costs of advertising, taking into account their financial capabilities, based on the benefits of the program, the cost of advertising materials, etc .;
- Identify potential consumers and define them by demographic (age, gender), ethnicity, social status, income level, etc .;
- Identify competitors, determine the superiority of their programs and draw attention to them in advertising;
- Identify advertising distribution channels and methods.

It is very important to develop your own corporate style, which is considered a guarantee of the quality of the proposed animation programs. Here are some things to keep in mind when developing your own corporate style:

- main activities;
- targeted market segments of the developed programs;
- basic advertising tools;
- Features or advantages of the software being developed.

No animated event offered to tourists at Buddhist monuments takes place without a script. Each new scenario requires new thoughts, feelings and ideas. The animation program should reflect the author's perception, material life, especially the types of literary, artistic and musical theater, and the specifics of cultural work.

The generalization of feature and documentary material (facts, pictures, videos) can help filmmakers and playwrights find direction for a successful program. All of this is shaped by image reception.

As you work on the script, keep in mind that it has to be great, fun, and dynamic. Scriptwriters need to diversify their means of influencing the audience's emotions using existing methods and forms. It is important to take into account the specifics of tourists and spectators in the implementation of animated and theatrical events in Buddhist monuments. These features help tourism animators achieve great success.

At Buddhist monuments and Buddhist sites, the animator-managers of the scripting group organize themed evenings, competitions, contests, quizzes, theatrical concerts, performances, masquerade shows, dance balls, carnivals and more.

Theatrical animation programs include poems, songs, dances, and texts based on specific materials, especially events related to the life and work of Buddhists. Theatrical animation programs can be based on film events or a book.

Special elements of the event: video recordings, newspaper materials, slides; organization of printed publications, news, invitations, posters, local broadcasts, organization of printed publications

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in local newspapers; providing photographic materials through the screen; analysis, etc. should be organized.

There is a peculiarity in the preparation of a literary script for the development of the proposed animation program in Buddhist monuments. According to its main directions and objectives:

- pedagogical
- psychological
- ethics
- aesthetics
- Development of speech culture
- Acting to improve acting skills.

The following methods are used in the animation programs of these monuments: presentation, exercise, suggestion, persuasion, spectacle, entertainment, educational and scientific.

Depending on the level of development of the scenario, it can be as follows:

- The original author's script is characterized by its originality, completeness and uniqueness of the content, a certain style and new creative solutions, which include the deep emotional views of the audience.

- A script of a compilation character is a script prepared as a result of processing parts of well-known stories, using their texts. There are sections, texts, and organized montages. This type of script is the most popular and most common, but it must have a certain degree of personal opinion of the author.

- Unexpected scenario, texts prepared for the tourist leader on the eve of the end of the events on the main scenario. The focus is on a casual conversation with the audience. This scenario should be filled with creativity, originality, as well as unexpected elements.

The script may have included amateur poets and writers, newspaper and magazine editors, film and radio editors, and members of literary and artistic associations.

The animation programs offered at Buddhist monuments include scenario development, scripting, and directing.

The script plan reflects the general content of the theatrical events.

A screenplay is a literary work that is intended to be shown through cinema, television, theater, or a circus.

A director's screenplay is a creative work designed to bring together the author's creative plan, individual interpretation of the work, and to bring together all the participants: artists, painters, composers, and performers for the show.

The following main directions should be reflected in the animation programs offered in places where the remains of Buddhist monuments are located:

- Formation of religious worldview, patriotism and international education;
- Cultural organization of leisure, work with moral, aesthetic, musical and artistic education of children and adolescents;

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- To create an unforgettable, original, unique program in the monuments of Buddhism, to stimulate interest among the audience;

The idea of the script for the animated performances to be organized in these monuments consists of the following parts:

- Theme - the events dedicated to this event;
- The idea is the main idea of the author, his views;
- The most important task is to create art.

Thematic animation program, evening concert or holiday event should not be held by chance, it should be carefully and thoroughly designed. A clear plan is one of the most important conditions for an effective and fun themed night.

The author's secret is to find an attractive topic. Developing two or more scripts at the same time reduces interest and distracts the audience. Even if there is an evening entertainment program, each event must have a purpose, a theme, and a meaning.

Scenario development factors include the study of events, documents, facts, biographies of participants, the most dynamic, comic, fantasy stories, cartoons, interesting quizzes, videos, slides, creative opportunities. It is important that the animator-manager selects and imagines the most interesting, eventful, and unusual things, and fills them with interesting games, contests, contests, and theatrical performances.

An important task of the animation group is to take a special approach to the development of the theme, to select the necessary materials for the idea of the event. Only through a scenario can organizers be successful based on individual relationships. Personal attitudes have a positive effect and create a certain mood in the audience.

Activists of the animation team should first identify the genre at the initial stage of shaping the scenario of the proposed and planned event in the Buddhist monuments:

- documentary; on art;
- popular science;
- humorous;
- theatrical comedy.

In the scenario of mass-game events, the tentative games, their conditions, and actions are described in detail.

Scenarios for theatrical events include monologues, conversations, descriptions of actions, characters, and emotional movements.

In the festive scenario of public festivals, the sequence of performances of individual participants, the actions of music, theater and circus groups, the festive process are carefully described, the order and time of performance of each participant is determined.

## CONCLUSION

Based on the above, it is natural for tourists to increase the interest of tourists by organizing animated

programs for Buddhists, Buddhist monuments or places where Buddhist monuments are located. Due to this, especially in the remnants of Buddhism in the Surkhandarya region, it is necessary to revive a certain historical period through various animation methods. Ensuring the participation of visiting tourists, ie pilgrims, enhances their impression.

Based on the order, stages and principles of animation programs, the development of animation programs such as "Miracles of Qoratepa", "A look at the history of Fayoztepa", "Zurmala: history and today" needs tourists from all over the world to visit and study the history of monuments maximum satisfaction.

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