

**T.C.  
MİLLÎ EĞİTİM BAKANLIĞI**

# **EĞLENCE HİZMETLERİ**

**MESLEKİ YABANCI DİL -2**

**(ANİMATÖRLÜK)**

**Ankara, 2013**

- Bu modül, mesleki ve teknik eğitim okul/kurumlarında uygulanan Çerçeve Öğretim Programlarında yer alan yeterlikleri kazandırmaya yönelik olarak öğrencilere rehberlik etmek amacıyla hazırlanmış bireysel öğrenme materyalidir.
- Millî Eğitim Bakanlığınca ücretsiz olarak verilmiştir.
- **PARA İLE SATILMAZ.**

# CONTENTS

EXPLANATION.....	ii
PREFACE .....	1
LEARNING ACTIVITY-1 .....	3
1. COMMUNICATION WITH THE GUESTS.....	3
1.1. Greeting.....	5
1.2. Introducing The Activities .....	6
1.3. Invitation To The Activity .....	10
1.4. Guest Contact.....	12
1.5. Entrance (Before dinner, meeting the guests in restaurant entrance in the Special Night Show costumes) .....	18
1.6. Sponty (Gag Passage-Introducing the activities by walking around the hotel in Night Show Costumes) .....	20
1.7. Organization.....	23
1.7.1. Learning New Vocabulary Related To The Activities .....	24
1.7.2. Learning New Vocabulary Related To The Equipments Which Will Be Used... ..	28
APPLICATION ACTIVITY.....	30
EVALUATION.....	31
LEARNING ACTIVITY-2 .....	36
2. PROBLEM SOLVING.....	36
2.1. Possible Problems During The Activities .....	36
2.2. Safety In The Animation Area .....	37
2.3. Problems About Using Of The Equipments.....	47
2.4. Problems Being Handed In The Animation Desk And The Ways To Get Rid Of Them .....	48
2.5. Different Guest Types.....	50
APPLICATION ACTIVITY.....	55
EVALUATION.....	56
REFERENCES.....	67

# EXPLANATION

<b>ALAN</b>	<b>Eğlence Hizmetleri</b>
<b>MESLEK/DAL</b>	<b>Animatörlük-Çocuk Animatörlüğü</b>
<b>MODÜLÜN ADI</b>	<b>Mesleki Yabancı Dil -2 (Animatörlük)</b>
<b>MODÜLÜN TANIMI</b>	Animatörlük-Çocuk Animatörlüğü ders bilgilerini İngilizce olarak öğrencilere öğretmek, yabancı dili kullanarak konuklarla iletişim kurma ve sorun çözme yeterliliğine ulaştırabilecek öğretim materyalidir.
<b>SÜRE</b>	40/32
<b>ÖN KOŞUL</b>	Yabancı Dilde Kurallar ve Yabancı Dilde İletişim Modüllerini başarmış olmak.
<b>YETERLİK</b>	Yabancı Dil kullanarak konukları anlamak ve konuşmak.
<b>MODÜLÜN AMACI</b>	<b>Genel Amaç</b> Bu modülle uygun ortam ve malzeme sağlandığında Eğlence Hizmetleri departmanında konuklarla yabancı dilde olumlu iletişim kurabilecek ve sorunları çözebileceksiniz. <b>Amaçlar</b> <ol style="list-style-type: none"><li>1. Yabancı dili kullanarak konuklarla iletişim sırasında konukları anlayabilecek ve yanıtlayabileceksiniz.</li><li>2. Eğlence hizmetleri departmanında karşılaşılabilecek sorunları yabancı dilde hatasız olarak anlayabilecek ve çözebileceksiniz.</li></ol>
<b>ÖĞRENME ORTAMLARI VE DONANIMLAR</b>	<b>Ortam :</b> Sınıf, işletme <b>Donanım:</b> Mesleki ders kitapları, CD, DVD, Bilgisayar, Video
<b>ÖLÇME VE DEĞERLENDİRME</b>	Modülün içerisinde yer alan her faaliyetten sonra verilen ölçme araçları ile kazandığınız bilgileri ölçerek kendi kendinizi değerlendireceksiniz. Öğretmen modül sonunda size ölçme aracı (Test, çoktan seçmeli, doğru yanlış, klasik, uygulama, boşluk doldurma ve örnek olay inceleme) uygulayarak, modül uygulamaları ile kazandığınız bilgileri değerlendirecektir.

# PREFACE

## **Dear Student;**

Welcome to this module!

This module is intended for students who will work at animation and entertainment departments of the hotels and holiday villages and who will need to improve their Vocational English.

People employed in hospitality and travel-related business have to be guest oriented, as guests are part of the product their company is selling. How you answer the phone, greet guests, and solve guests' problems can make the difference between satisfied guests and dissatisfied ones. This module calls upon everyone in the company to "think guest" and do all that they can to help create and deliver superior guest value and satisfaction.

The basic objective is to help animation and entertainment department staff improve their foreign language skills in order to communicate with employees and guests who speak English as well as to enable the staff to read all the documents (animation books, magazines about their jobs, etc. ) which are written in English.

This module is composed of typical explanations, pictures and, of course, some practical tips which must be known to be able to read, understand, write and speak English in your daily lives.

At the end of every chapter you will find some questions and puzzles. With the help of these questions and puzzles you will be able to learn and remember all the words and information given in the module.

Warm regards.

## ACTIVITY

Everyone has strengths and weakness and it is essential for these to be identified in individuals to ensure the correct career path has been chosen.

Within small groups develop a list to investigate your own strenghts and weaknesses. Ask your friends and colleagues to offer opinions as well as identifying your own feelings.

These are points to get you started:

	<b>POOR</b>	<b>EXCELLENT</b>	<b>GOOD</b>
Communications : verbal			
Communications : written			
Calculations			
Working with people			
Dislike of unsociable hours			
Timekeeping			
Problem Solving			
Managing People			
Outgoing Personality			
Enthusiastic			
Determined			
Lack of Confidence			
Impatient			

Identify the areas of hospitality and entertainment industry that you are interested in and write down the possible requirements for several positions. Complete the exercise at the beginning of your module and again nearing the end. Note any changes in your capabilities and career aspirations.

# LEARNING ACTIVITY-1

## AIM

You will be able to understand the guests and answer their questions in communication process.

You will also be able to learn how to greet the guests who have come to the hotel. You will also learn how to introduce the activities, invite the guests to the activities.

## SEARCH

- If there is a big hotel in your city, go to the hotel and ask the animation team how they greet the guests, where they prefer for greeting ceremony, what type of expressions are used for an ideal greeting. Write a short dialogue to greet your own guests and perform it in the classroom.
- 
- Find the greeting ways in different languages. Welcome your guests with these different expressions.
- 
- Prepare an “info notice” and write down the expressions to greet your guests. Put the notice board in a suitable place in the classroom.

## 1. COMMUNICATION WITH THE GUESTS

The purpose of a business is to create and maintain satisfied profitable customers. Customers are attracted and retained when their needs are met. Not only do they return to the same cruise line, hotel, rental car firm, and restaurant, but they also talk favorably to others about their satisfaction. Customer satisfaction leading to profit is the central goal of hospitality and tourism marketing.

Consider the following episode:

A customer arrived at a restaurant before closing time and was greeted with ‘What do you want?’ Somewhat surprised, the customer replied that he would like to get a bite to eat. A surly voice informed the customer that the restaurant was closed. At this point, the customer pointed to a sign on the door stating that the restaurant was open until 9. ‘Yeah, but by the time I clean up and put the food away it will be 9, so we are closed.’ The customer left and went to another restaurant a block away, and never returned to the first restaurant.

Let’s speculate for a moment. Why was the customer treated in such a shabby manner?

Perhaps:

- The employee wanted to leave early.
- The employee suffered from a headache.
- The employee had personal or family problems.

But the restaurant staff don't realize they are losing customers and hundreds of dollars of future business. Much of the behavior of employees toward their customers is the result of management philosophy.

### **Needs, Wants and Demands**

**Needs:** The most basic concept underlying tourism and hospitality is that of human needs. A human need is a state of felt deprivation.

Human beings have many complex needs. These include basic for food, clothing, warmth, and safety; social needs for belonging, affection, fun, and relaxation; esteem needs for prestige, recognition, and fame; and individual needs for knowledge and self-expression. These needs are part of the human makeup. The animation team members must certainly know about human needs and try to answer these needs with the activities. Especially social needs such as belonging, affection, fun and relaxation are the basic subjects of animation.

**Wants:**The second basic concept underlying tourism and hospitality is that of human wants, the form taken by human needs as they are shaped by culture and individual personality. Wants are how people communicate their needs. A hungry aboriginal wants witchetty grubs, lizard eggs, and bush onions. A hungry person in the United States may want a hamburger, french fries, and a coke. A Turkish person may prefer lahmacun and ayran. Wants are described in terms of objects that will satisfy needs. As a society evolves, the wants of its members expand. As people are exposed to more objects that arouse their interest and desire, producers try to provide more want-satisfying products and services. The animation team members must have the information about the hotel guests' profile and they organize their shows and all the activities according to the guests wants.

**Demands:** People have almost unlimited wants, but limited resources. They choose products that produce the more satisfaction for their money. When backed by buying power, wants become demands.

Consumers view products as bundles of benefits and choose those that give them the best bundle for their money. Thus Motel 6 means basic accommodations, a low price, and convenience. The Four Seasons means comfort, luxury, and status. People choose the product whose benefits add up to the most satisfaction, given their wants and resources. The guests who come to a hotel wants to have more satisfaction than other hotels and the animation team has got a big responsibility for the guest satisfaction, because entertainment is one of the most important priorities of the guests.

## 1.1. Greeting



Greeting is a very important point in communication. First step for an effective, true and attractive communication is greeting. Greeting happens just in a few seconds but it has got a big importance for the guest contact. First impression which we create on the guests starts with this process but it may be negative or positive according to the correctness of our way of greeting. If the first impression which we create during the greeting period is positive, our guests will want to join our animation shows but if we can't manage to greet our guests in an attractive way, they won't want to join us.

Greeting time is very important as well as greeting way. The moment when many of the guests are together should be preferred by the animators. The guests who prefer the hotel may come to the hotel either individually or with a group. So, it is very important for greeting ceremony to determine and know common places where our individual or group guests spend their time. If we try to greet our guests at different times and places, it will take a lot of time and we may not greet all the guests whom we want to greet. For example, "welcome party" which may be done after arriving of our guests to hotel will be a right time to be able to greet most of our guests together.

There isn't a unique greeting way for everybody. It differs from country to country. Some people greet each other by saying "Hello, hi, etc." But some people greet by kissing their cheeks, hugging or shaking hands. For that reason, animation team members should learn about the guests who will stay at the hotel. Guest information is vital to improve a correct way of greeting. Hotel reservation and registration forms can be used to collect information about the guest profile. Countries, nationalities, ages, marital statuses, childrens, jobs and that kind of general information about the guests can be found in their registration forms. These are very important cues which offer a solution to choose the right greeting way.

It is a good idea to greet the guests with different languages. Actually, there are a lot of different nationalities at the same time in our hotel.

### Welcoming

- Let me welcome you to our animation show/ our hotel.
- I would like to welcome you to our show/ our hotel. Welcome to our performance / hotel.
- I wish to welcome you to our hotel.

## 1.2. Introducing The Activities

Animators should introduce the activities before the show. The activities are introduced in an effective way. Everybody who wants to experience a different show needs to know what to face during the show. While introducing the activities, our first goal is to inform the guests about our shows or games.

Some posters about the activities can be hang on the notice board or info board. It helps the guests to know what will be done or seen, when the activities will be performed. Making announcements during the day is one of the other effective ways. Sometimes walking around and having chat with the guests can be chosen to inform them about the activities.

Activities are not the performances which can be displayed just by the animation team members. The most important point which differs these shows from the others is to make the guests participate the shows. Because our first aim is to make the guests feel as if they were not just visitors, at the same time they were hosts. Only watching a show will be boring, but taking part in the show will make the guests have fun.

### An example poster



**THE DIOR BEACH ANIMATION TEAM, ORGANIZE A FULL, FUN PACKED PROGRAM OF BOTH DAYTIME AND EVENING ACTIVITIES TO KEEP YOU ENTERTAINED. SPORTS, GAMES, QUIZZES AND OTHER ENJOYABLE AND CRAZY ACTIVITIES ARE ARRANGED AND SUPERVISED FOR BOTH THE CHILDREN AND ADULTS ALL DAY AND NIGHT. OF COURSE SPECIFIC ACTIVITIES ARE ARRANGED FOR CHILDREN LIKE TREASURE HUNTS, T-SHIRT PAINTING, AND EARLY EVENING DISCO PARTIES BEING JUST A FEW OF THE ACTIVITIES THAT WILL KEEP CHILDREN ENTERTAINED AND FULFILLED DURING THEIR HOLIDAY HERE WITH US.**

## GET RID OF YOUR STRESS AND JOIN US IN THE DANCE SHOWS



Feel the magic power of music and dance with the soft winds under shining stars. Tonight you are invited to watch a wonderful dance show and then a dance competition. Let's dance!



Some example activities:



Guided Beach Walks, Aqua aerobics, Bingo, Indonesian/Turkish language lesson, Sunrise jogging tour, Aerobics class, Billiards, Coconut leaf plating, Introductory diving lessons, Pool games, Night market visits, Costume photos, Rice paddy educational walk, Turkish cooking class, Gags and laughs activity, Village walk, Table tennis, Wood carving demonstration, painting demonstration, Tennis courts, Giant chess, Darts competition

Outside the hotel, a touristic area is ready to offer-Ancient temples, cultural centres, scuba diving, world class golf, white water rafting, sunset cruises, jungle and mountain trekking, animal safaris, Dolphin watching, island cruising,bungee jumping... the list is endless!

An example hotel Schedule:

<b>Week One</b>		
<b>Monday</b>	9.00am till 5.00pm	White Water Rafting
	9.00am till 5.00pm	Day Boat Trip from Alanya Marina
	7.00pm till late	Snooker competition at the Restaurant
	7.00pm till late	Curry Night at the Restaurant
<b>Tuesday</b>	2.00pm till 4.30pm	Kiddies activities at the restaurant
	6.00pm till late	Tennis competition
	7.30pm till late	Turkish Speciality Night at the Restaurant
<b>Wednesday</b>	10.00am till 5.00pm	Trip to Water Park in Alanya
	6.00pm till 7.30pm	Children's Tea Party and fun at the restaurant
	7.00pm till 11.00pm	Night out in Alanya
	7.00pm till 11.00pm	Night out on a boat from Alanya Harbour
	7.30pm till late	BBQ Night at the restaurant
<b>Thursday</b>	12.00pm till 5.00pm	Trip to Dim Cay River Park
	12.00pm till 5.00pm	Trip to Turkish Bath (Hamam)
	6.00pm till 7.00pm	Water Polo Match
	7.30pm till late	Fish Night at the restaurant
	9.30pm (Taxi back!!)	Disco Night out in Alanya
<b>Friday</b>	10.00am till 4.30pm	Visit to Gazipasa for the day for shopping and lunch
	4.00pm till 5.00pm	Badminton Match
	7.00 till late	Darts/Table Soccer competition
	7.00 till late	Turkish Speciality Night at the Restaurant
<b>Saturday</b>	10.00am till 5.00pm	Trip to Alanya Castle Fortress and Caves
	7.30pm till late	BBQ Night at the restaurant
<b>Sunday</b>	12.30am till 5.00pm	Trip to Water Park in Alanya
	4.00pm	Badminton Match
	7.30pm till late	Fish Night at the restaurant
	7.00pm	Snooker Competition

<b>Week Two</b>		
<b>Monday</b>	10.00am till 5.00pm	Trip to Water Park in Alanya
	10.00am till 5.00pm	Day Boat Trip from Alanya Marina
	7.00pm till late	Snooker competition at the Restaurant
<b>Tuesday</b>	12.00pm till 5.00pm	Shopping Trip To Alanya
	12.00pm till 5.00pm	Trip to Turkish Bath (Hamam)
	6.00pm till late	Tennis competition
	7.30pm till late	Turkish Speciality Night at the Restaurant
	10.30pm (Taxi back!!)	Disco Night out in Alanya
<b>Wednesday</b>	10.00am till 5.00pm	White Water Rafting
	6.pm till 7.30pm	Children's Tea Party and fun at the restaurant
	7.00pm till 11.00pm	BBQ Night at the restaurant
	7.00pm till 11.00pm	Night out on a boat from Alanya Harbour
<b>Thursday</b>	11.00pm till 4.30pm	Water Skiing, Banana Boat and Para Gliding
	6.00pm till 7.00pm	Water Polo Match
	7.30pm till late	Fish Night at the restaurant
	10.30pm (Taxi back!!)	Disco Night out in Alanya
<b>Friday</b>	10.00am till 4.30pm	Visit to Gazipasa for the day for shopping and lunch
	4.00pm till 5.00pm	Badminton Match
	7.30pm till late	Night out in Alanya
	7.30pm till late	Turkish Speciality Night at the Restaurant
	7.00 till late	Darts/Table Soccer competition
<b>Saturday</b>	10.00am till 5.00pm	Trip to Alanya Castle Fortress and Caves
	7.30pm till late	Night out in Alanya
	7.30pm till late	Turkish Speciality Night at the Restaurant
	9.30pm (Taxi back!!)	Disco Night out in Alanya
<b>Sunday</b>	12.30am till 5.00pm	Trip to Water Park in Alanya
	4.00pm	Badminton Match
	7.30pm till late	Turkish Speciality Night at the Restaurant
	7.00pm	Snooker Competition

## Announcements

- Can I have your attention, please?
- I have an announcement to make.
- I would like to announce that our animation show is starting soon.

### 1.3. Invitation To The Activity

To be a bullfighter, you must first learn to be a bull.

Anonymus

The guests can be invited to the show by using different methods. The most common one of these methods is to announce the show during the day. With this method it will be possible to invite all the guests at the same time. Nevertheless, because most of the guests are busy with different activities, they may not concentrate on the announcement. During the announcement, they may be swimming, diving, smoking, taking care of their children, playing in the swimming pool, etc. That kind of activities can prevent them to pay attention to the announcements or even if they hear the announcements, they can forget it easily. As a result of this, they may not join the show.

General announcements can be done for everybody, but it is essential to provide that most of the guests join the activities. However, some guests like special interest. So, animators should contact individually with that kind people to arouse their interest for the show. This is definitely a very tiring and difficult way of invitation to the show, but it is also the most efficient way to invite the guests. If the animators show a close interest in these guests, they will have a different but effective connection with them. By using this method, making these guests join the show will be easier.

Another idea to invite the guests to the show individually is to prepare special invitation cards for every guests. The names and surnames can be written on these cards. These cards can either be sent to their rooms or given to the guests with special mini shows around the pool or in the restaurant. With this method, the guests will feel themselves very special and different.

Another important point which must be kept in mind is that participation of the guests should be voluntarily. The guests shouldn't be forced to join the show, the animators should avoid doing that kind of unnecessary and impolite behaviors. Undoubtedly, everybody wants to do something if they want. Anyway, the main target of the animation shows is to increase guest satisfaction and happiness during their holiday.

Memorable and attention-getting words must be found in the invitations. For example, the themes listed on the left in the following table would have had much less impact without the creative phrasing on the right.

<b>THEME</b>	<b>CREATIVE COPY</b>
Take a break from cooking.	“You deserve a break today.” (McDonalds)
Add some fun to your day by eating lunch away from the office.	“Throw away the old bag” (The Chancery, Milwaukee)
Have a fast food hamburger prepared with the condiments you select.	“Have it your way” (Burger King)
If you just need a room to sleep in overnight, why pay for extra features you will never use?	“Just right, overnight” (La Quinta)
We don’t rent as many cars, so we have to do more for our customers.	“We are number two, so we try harder” (Avis)
Our employees love what they are doing, and it shows in the high quality of their work.	“We love to fly and it shows” (Delta Airlines)

### **Some example invitations**

- “While you are enjoying your holiday, our mini club team will care for your children. They will spend funny and enjoyable time with our mini club animators in our Tweety Mini Club.”
- “Have fun with various sport activities, pool games and competitions during the day time.”
- “Our animation team offers you enjoyable hours with sketches, shows and funny competitions.”



**Picture 1.1: Water polo activity**

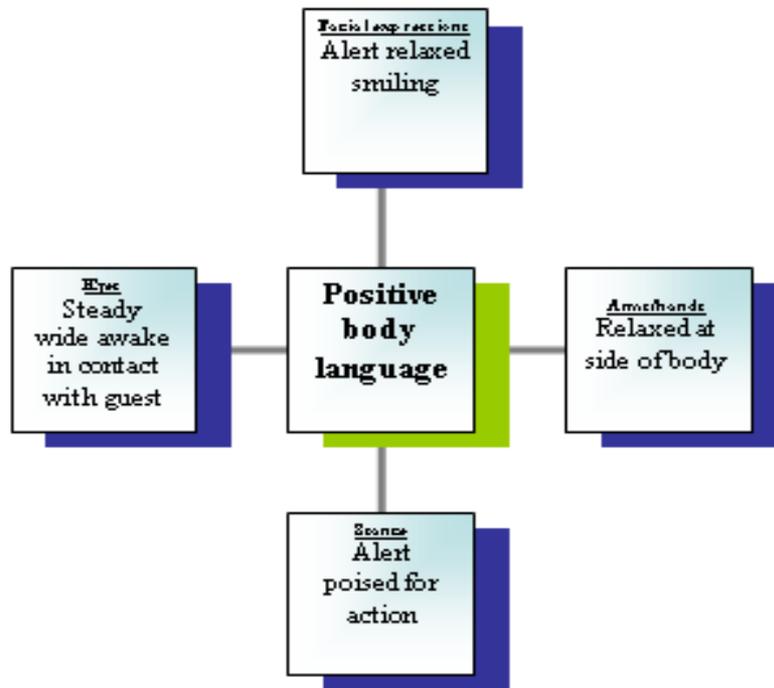
## **1.4. Guest Contact**

Interaction with guests is very important for the animation team members. It is also very important for all animation team members to develop positive attitude towards their work. The hospitality industry is a people-oriented business and depends on personal interaction at all levels and in all aspects of trade.

How will the guest know that you have a positive attitude towards your job and therefore towards them? It will be conveyed to the guest by some or all of the following:

- Cheerful disposition
- Enthusiastic approach smiling
- Ability to cope with minor difficulties without hassle
- Doing all tasks well
- Being well groomed at all times
- Speaking clearly to all guests
- Maintaining eye contact with guests
- Working well within a team of staff
- Displaying a comprehensive knowledge of the job
- Being willing to contact with the guests
- Being alert and keen to participate in all tasks

Attitude is also conveyed in body language. The signs of a positive attitude are given below.



**Figure 1.1: Body Language**

## **Voice**

The tone of voice is highly significant. Emphasis is also important. Different stress put on the same words can alter the meaning of the entire sentence, just as tone can indicate a difference in emphasis.

The speed with which you can be an indication of your attitude towards other people. It shouldn't be too quick, otherwise guests can not take in the information being given. A very quick style of speech can also indicate an impatient attitude towards the guests, whereas very slow speech can suggest a "could not care less" attitude.

All spoken communications need to be clear and easily understood by all the guests. Regional and national accents can be attractive, but they must be controlled if they cause the guest any difficulty in comprehension.

## **Effective Listening**

As well as speaking to the guests, it is important to listen to them, and to observe them in order to enable you to interact effectively.

Effective listening skills can be developed with practice. To be effective you will need to listen to the guests while taking in the meaning also analyse their tone of voice for clues as to their attitude towards you and the topic being spoken about, and maintain eye contact with them while they are speaking.

### Guest Care

Guest care is all about looking after your customers. How do you relate to the following statements? Circle the appropriate number (Before circling you have to think about two statements simultaneously on the same line.) (If the statement on the left hand side is close to you then circle 3 ; If you are unsure then circle 2 ; If the statement on the right hand side is close to you then circle 1)

I enjoy talking the guests	3	2	1	I prefer not to talk to customers
I like meeting people	3	2	1	I feel uncomfortable when meeting people
Different types of guests are interesting	3	2	1	All guests are same
I try to help a guest if I can	3	2	1	If a guest needs help I look the other way
Working in an entertainment industry is fun	3	2	1	Working in an entertainment industry is boring
I like wearing my costumes	3	2	1	I try to adapt my costumes to my taste
I'm able to recognize regular customers	3	2	1	I never remember regular customers
I am happy at work	3	2	1	I am not happy when at work
My team members are my friends	3	2	1	I don't really know the members of my team
I apologize if I make a mistake	3	2	1	I can not apologize if I make a mistake

Score 25-30 😊 You have the ability to be a good team member and have excellent guest relation skills.

Score 24-15 ☹️ You have the potential to communicate guests well, try harder to like and communicate with them, and your fellow team members.

Score below 15 😞 Oh dear! You have a long way to go. Think how you feel if you were the guest.

## Difficult Guests

If you come across difficult guests, remember that they may be difficult because of something that happened before they came into the premises. It could be that;

They are unsure of their surroundings, it is an unfamiliar experience for them

- They are defending their ego or self-esteem
- They feel ignored or unwelcome
- They are under the influence of drink/ drugs
- They don't understand or speak the language well
- They are in a bad mood and take it out on you

In these cases, remember;

- Don't take it personally
- Remain calm and listen
- Clarify the situation
- Never argue

## Guest Body Language

Guest signals	Positive signs ☺	Negative signs ☹
Facial expressions	Smiling Calm and serene Eyes stil Eyes dry	Scowling Worried Eyes darting about Eyes moist
Hand movement	Stil Hands in pockets Hands on lap Arms by their side	Fidgeting Drumming fingers Biting nails arms folded across their chest
Stance	Stil Relaxed Seated calmly	Pacing about Tapping feet Sitting on the edge of the seat
Speech	Quiet Even Unhurried Calm	Loud Impatient Fast Agitated
Group behaviour	Calm Friendly Stil Unhurried	Loud Aggressive Milling around Fidgeting

## **PERSONAL CHARACTERISTICS AFFECTING GUEST BEHAVIOR CULTURAL FACTORS**

Cultural factors exert the broadest and deepest influence on consumer behavior. We examine the role played by the guest's culture, subculture, and social class.

### **Culture**

Culture is the most basic determinant of a person's wants and behavior. It comprises the basic values, perceptions, wants and behaviors that a person learns continuously in a society. Today, most societies are in a state of flux. Determinants of culture learned as a child are changing in societies from Bursa to California. Culture is expressed through tangible items such as food, buildings, clothing and art. Culture is an integral part of the hospitality and entertainment business. It determines what we eat, where we travel, what we watch, how we have fun. Culture is dynamic, adapting to the environment.

### **Guest Behavior across International Cultures**

Although guests in different countries may have some things in common, their values, attitudes, and behaviours often vary dramatically. Animation team members must understand such differences and adjust their shows and activities accordingly. Consider the following examples:

- France : Dress conservatively, except in the South, where more casual clothes are worn. Do not refer to people by their first names—the French are formal with strangers.
- Germany : Be especially punctual. A businessperson invited to someone's home should present flowers, preferably unwrapped, to the hostes. During introductions, greet woman first and wait until, or if, they extend their hands before extending yours.
- Italy : Italian businesspeople tend to be style conscious. Make appointments well in advance. Prepare for and be patient with Italian bureaucracies.
- United Kingdom : Toasts are given at formal dinners. If the host honors with a toast, be prepared to reciprocate. Business entertaining is done more often at lunch than at dinner.
- Saudi Arabia : Although men will kiss each other in greeting, they will never kiss a woman in public. A Turkish woman should wait for a man to extend his hand before offering hers. If a Saudi offers refreshment, accept—it is an audacity to decline it.

- **Japan** : Don't imitate Japanese bowing customs unless you understand them thoroughly: who bows to whom, how many times, and when. It's complicated ritual. Carry many cards, present them with both hands so that your name can easily be read, and hand them to others in descending rank. Examine carefully each businesscard you receive to show interest. Expect Japanese business executives to take time making decisions and to work through all the details before making a commitment.

Failing to understand such differences in customs and behaviours from one country to another can spell disaster for an animator's greeting, introducing or presenting a play or show.

### **Social Class**

Almost every society has some form of social class structure. Social classes are relatively permanent and ordered divisions in a society whose members share similar values, interests, and behavior. Social classes show distinct product and brand preferences in such areas as food, travel, and leisure activity.

### **Age and life-cycle**

Guest needs and wants change with age. So it is very important for an animation team to present the shows and activities to penetrate various age and life-cycle segments. For example, McDonald's offers happy meals that include toys, aimed at young children. These toys are often part of series, encouraging children to return until they have collected the entire set. An animation team should target the groups according to the age and life-cycle stage. If kids are the target group, the animation activity may include music, dance, some enjoyable sketches, etc.



**Picture 1.2: A part of a special animation show**

## **1.5. Entrance (Before dinner, meeting the guests in restaurant entrance in the Special Night Show costumes)**

A multilingual animation team offers fun from morning to evening organizing day activities and night entertainment and special evenings with live music and dancing by the pool.

Daytime Activities and Facilities include water aerobics, water volleyball and basketball, beach volleyball, darts, squash, table tennis or billiards- all organised by the elaborate animation team. The animation team is on duty all the day. During the day the team members perform a lot of shows, make the guests have fun in the pool, out of the pool, in the restaurant, and everywhere.

When daytime activities are over, now it is time to perform the night show. After the animation team members finish all the preparations for the night show, they wear their special costumes before the show and welcome the guests to the restaurant entrance. The aim is of course to remind them the show and make them see the show. If the guests see different and admiring costumes, they will wonder how the show will be performed, what the show will be about.

Tongue twisters may be very enjoyable and a good way to make a contact with the guests in the restaurant. Here are some example tongue twisters:

1. Betty Botter bought a bit of butter,  
but she said "the butter' bitter;  
If I put it in my batter,  
I will make my batter bitter.  
But a bit of better butter  
Will make my batter better."'  
  
So she bought a bit of better butter,  
and she put it in her batter,  
and the batter was not bitter.  
  
So it was better Betty Botter  
bought a bit of better butter.  
(anonymous)
2. The most thrilling threat the three thrifty thieves ever faced was to throw  
thousands of coins through the lion's throbbing throat.
3. The note about the boat thought to be bought which the naughty boy wrote  
caught the eye of the wrought-up man in the newly bought coat.
4. The freshly fried flesh of the no more free flying fish.

5. She taught a thought,  
but the thought she taught  
wasn't the thought she thought she taught.

If the thought she thought she taught  
had been the thought she thought,  
she wouldn't have thought so much.

6. Smile a while and while you smile another smiles and soon there are miles and miles of smiles and life's worthwhile because you smile.
- Why don't you join us tonight?
  - How about joining us tonight?
  - May I invite you to take part in this show for a second?
  - We are playing water polo. Do you want to play with us?
  - We are having a fantastic show tonight. Why don't you join us?
  - How would you like to join the show tonight?
  - I'd like to invite you to the show this evening

While the guests are having dinner, animation team members can present mini-shows to make the guests pay attention and join the night show. If the introduction and presentation of the show are attractive enough, the guests will certainly want to see the night show and won't miss it. It can be a good idea to serve the guests as if the animators were the restaurant staff. During the service period, animators can invite the guests while they are having dinner. This will certainly be an unforgettable and special experience for the guests.



Picture 1.3: The animators in the entrance period

## **Invite someone to do something**

### **Accepting an invitation**

- Yes, thank you. I'd love to.
- Yes, thank you, that would be wonderful.
- Yes, thank you, that sounds lovely.
- Yes, thank you, I will look forward to it.
- Yes, thank you, I'd be delighted to.

### **Turning down an invitation**

- I'm afraid I can't. Sorry.
- I wish I could, but I am terribly tired.

### **Offering advice / Suggestions**

- I think you'd better join to our animation show.
- If I were you, I would join to this wonderful show.
- I suggest that you join to the show.
- What about coming to the scene?
- How about playing dart with us?
- Why don't you try to play water-polo with us?
- I say you'd better try to shoot.
- My recommendation is that we play water-polo.
- Maybe you should try to shoot at least once.
- Why don't you try again?
- Wouldn't you like to try again?
- I think it would be a good idea to try once more.

## **1.6. Sponty (Gag Passage-Introducing the activities by walking around the hotel in Night Show Costumes)**



Night shows are the most important and attractive activity of the animators. Watching different cabaret shows, sketches, competitions, etc. will be an unforgettable memory for the guests. Therefore, animators must always remind them the night show with different ways. Making announcements, inviting and meeting the guests in the entrance of the restaurant are the ways which were mentioned before this section. Another way of introducing the night show is to wear the special costumes and walk around the hotel to attract attention.

Animators wear some special costumes and walk around the hotel. When a guest goes to the snack bar, s/he will see this animator, and of course will think about the night show. The most important point is to choose an admiring costume. A person in a private costume will attract the guests' attention to the night show.

While walking around the hotel in special costumes, the animators should introduce the show, invite the guests to the show and chat with them. At the time of chatting, making mini shows, asking some enjoyable puzzles will call the guests' attention to the animators and the night show.



**Picture 1.4: The animators in the sponty period**

### **SILLY QUESTIONS**

1. Why do cows moo?
2. Why do clams have shells?
3. Thelma dropped a full glass, but there wasn't even a drop of water on the floor. Why?
4. What's the similarity between a map and a fish?
5. What's red and constantly goes up and down?
6. Why do elephants have wrinkled skin?
7. Which fish goes to heaven when it dies?
8. Which elephant goes swimming?
9. What's that brown animal with a hump at the North Pole?
10. When can you carry water in a sieve?

11. Why was a baby fed monkey's milk?
12. What's one thing you can never turn upside down?
13. Why don't biology books give information about the animal known as a zontrium?
14. Which rooster doesn't crow?
15. Which man can make everyone-including a king-take off his hat?
16. At which station do trains never stop?
17. When can't you talk to your friend?
18. What game can be played with as many as 50 balls?
19. What's one thing that doesn't scare you even when it's after you?
20. When does a Chinese man say "goodbye"?
21. Why do certain birds fly South in winter?
22. When does a black cat walk out the front door?
23. Why do cats always fall on four feet?
24. How can five men with only one umbrella walk together without getting wet?
25. What does a doctor who has the flu do?



Taking photographs with the animators in different costumes will make the guests- especially kids- have fun. In a robot costume, you can walk slowly and make some mechanical voice as if you were a robot.

You can use the following expression to talk and communicate with the guests to attract their attention:

- May I introduce you..?
- This is ...
- My name is ...
- Pleased to meet you!
- Happy to meet you!
- How do you do?
- What is your name?
- How are you?
- Fine thanks, and you?
- Is this your first visit?
- Are you enjoying your stay?
- How long have you been here?
- Do you travel a lot?
- Do you like travelling?

- Where do you come from?
- Where are you from?
- What nationality are you?
- Are you on your own?
- Are you alone?
- Are you married / single?
- Do you have any children?
- What do you do?
- What is your job?
- What do you think of here?

### **Compliments**

- I really like your new swimming costume.
- You certainly have a good taste in clothing.
- That's a nice pair of earrings you have on.
- What a beautiful bag!
- I must compliment you on your tennis game.
- My compliments to you on this wonderful tennis game.
- May I compliment you on this game.
- I'd like to compliment you on your performance in this game.

### **Accepting a Compliment**

- Thank you.
- Thank you for the compliment.
- I appreciate the compliment.
- You are just flattering me.

### **Rejecting a Compliment**

- Don't give me that.
- I don't like flatterers.
- You are just flattering me.

## **1.7. Organization**

The world economy has undergone radical change during the past two decades. Geographical and cultural distances have shrunk with the advent of, jet planes, fax machines, global computer Networks, international telephone hookups, world satellite broadcasts, global distribution systems, and other technical advances. This has allowed the animation team expand greatly their programmes, show ambience, and usage some technical equipments in their organizations.

Without a well-designed organization doing the work systematically and attaining our goal is impossible. Therefore organization is the most important basic principle of any activities. The organization steps must already be finished before the night shows or every kind of daytime activities. In this way, the animation team members will be able to know their roles and responsibilities in the activities. They will also provide necessary equipments and prepare these equipments for the activities.

While making these strategic plans, having a plan B is very important. When the animators face an unexpected situation, if they have a plan B, they will be able to know what to do in these circumstances.

The guest profile changes permanently. Thus, the activities must be changed with these demographic, cultural and personal changes. Animators must reorganize their activity organizations with these changes. Of course, every new activity means different new words and requires different new equipments.

### 1.7.1. Learning New Vocabulary Related To The Activities

Every activity has its own original language and scenario. Animators must know the special vocabulary about all kind of activities.

#### Sports

to run	koşmak
to jog	joging yapmak
to swim	yüzmek
to dive	dalmak
to jump	atlamak
to throw	atış yapmak
to ski	kayak yapmak
to go skiing	kayak yapmaya gitmek
to skate	paten kaymak
to fish	balığa çıkmak
to train	eğitmek
to practise	antrenman yapmak
to ride	binmek (at vb.), sürmek (bisiklet vb.)
to play	oynamak
to go hunting	ava çıkmak
to score a goal	gol atmak, gol kaydetmek
to win	kazanmak
to lose	kaybetmek
to be in the lead	önde olmak
to beat	yenmek
to set up a new record	yeni bir rekor kırmak
to gallop	dörttnala koşmak
to serve	hizmet etmek
to shoot	ateş etmek
to do bunge jumping	bunge jumping yapmak



**Picture 1.5: Volleyball activity**

### **Types of Sport**

Aerobics	aerobik
Fishing	balık tutmak
Basketball	basketbol
Mountaineering	dağcılık
Boxing	boks
Discus	disk atma
Triple jump	uzun atlamak
Ice hockey	buz hokeyi
Parachuting	paraşütçülük
Fencing	eskrim
Badminton	badminton, volan
Physical training	antrenman
Weight-lifting	Halter
Golf	golf
Handball	hentbol
High jump	yüksek atlama
Hunting	avcılık
Canoeing	kanoculuk
Karate	karate
Cricket	kriket
Putting the shot	gülle atma
Running	koşu
Athletics	atletizm
Cycling	bisikletçilik

Horse riding	ata binme
Wrestling	güreş
Roller skating	paten kayma
Rowing	kürekçilik
Shooting	atıcılık
Skating	buz pateni
Gliding	planörcülük
Sailing	yelkencilik
Skiing	kayakçılık
Javelin	cirit atma
Pole vault	sırıkla yüksek atlama
Diving	dalgıçlık
Tennis	tenis
Table tennis	masa tenisi
Rambling	yürüyüş
Water polo	sutopu
Long jump	uzun atlama
Windsurfing	sörf



**Picture 1.6: Water ski activity**

## Shows

Theatre	tiyatro
Costume	kostüm
Stage	sahne
Curtain	perde
Cloakroom	gardrop
Box	loca
Gods	parodi
Row	sıra, koltuk
Internal	ara
Programme	program
Play	oyun
Comedy	komedi
Tragedy	trajedi
Show	gösteri
Opera	opera
Musical	müzikal
Performance	temsil, gösteri
Orchestra	orkestra
Fireworks	havai fişek gösterileri
Scenario	senaryo



Picture 1.7: Preparation period of an animation show

## Dances and discos

Dance	dans
Dance hall	dans salonu
Disco(theque)	diskotek
Night club	gece klübü
Bar	bar
Record	kaset
Dance floor	dans pisti
Pop group	pop grubu
DJ	discokey
Singer	şarkıcı
Bouncer	fedai

### 1.7.2. Learning New Vocabulary Related To The Equipments Which Will Be Used

Every activity has its own original equipments as well as the language and scenario. Animators use a lot of different equipments in the activities and must know their names.

## Equipment

Fishing rod	olta
Ball	top
Parallel bars	bar, paralel
Boxing gloves	boks eldivenleri
Bicycle	bisiklet
Golf club	golf sopası
Canoe	kano
Bawl, ball(small)	gülle
Net	ağ
Rowing boat	kürekli kayak
Saddle	semer
Bat	raket
Snorkel	şnorkel
Flippers, fins	palet
Sailing boat	yelkenli
Ski boots	kayak ayakkabıları
Ski pole	kayak değneği
Stopwatch	kronometre
Surfboard	sörf tahtası
Goggles	dalgıç gözlüğü
Tennis racket	tenis raketi
Swimsuit	mayo
Trunks	şort, mayo

Frisbee	frizbi
Bathing cap	deniz Őapkası
Towel	havlu
Parasol	güneŝ Őemsiyesi



**Picture 1.8: Filling into a bucket by carrying some water with a towel**

## APPLICATION ACTIVITY

Steps of Process	Suggestions
➤ Greeting the quests	➤ You can role play in class with friends
➤ Introducing activities and inviting quests	➤ Rewiev the patterns in the module. You can role play in class with friends
➤ Getting in touch with quests in free times	➤ You can read books to improve your vocabulary capacity.
➤ Talking with quests during dinner	<ul style="list-style-type: none"> <li>➤ Yoo had better read the daily newspaper or watch the news.</li> <li>➤ You must have wide knowledge about the town where the hotel is situated so as to give more info.</li> </ul>
➤ Being in connection with quests in sponty activities	➤ You may list the words you will need and try using each in a sentences
➤ Giving information about the activity and the equipments that will be used in the activity.	➤ Enlarge your list

## EVALUATION

### A- Questions

1. How do the animators contact with the guests first?
  - A) Sponty
  - B) Introducing the activity
  - C) Greeting
  - D) Invitation to the activity
  
2. Which isn't an expression of invitation?
  - A) Why don't you join us tonight?
  - B) How about joining us tonight?
  - C) May I invite you to take part in this show for a second?
  - D) May I introduce myself?
  
3. Which isn't a type of sport?
  - A) Mountaineering
  - B) Relaxing
  - C) Boxing
  - D) Ice hockey
  
4. Which is an equipment that is used in the activities?
  - A) Water polo
  - B) Windsurfing
  - C) Flippers
  - D) Diving
  
5. Which isn't a positive body language?
  - A) Smiling
  - B) Steady eyes
  - C) Relaxed hands
  - D) Crossed arms

## B. Practice Test

1. Someone says to you, "Hello, Jim." Your name is not Jim, and you have never seen the person before. You speak politely and say:
  - A) Who do you think I am?
  - B) Would you please look at me again?
  - C) I am afraid you have mistaken me for someone else.
  - D) Why don't you be more careful?
  - E) Please be more careful the next time.
  
2. Someone is speaking loudly although you are not deaf. You say:
  - A) You couldn't speak so loudly.
  - B) What are you trying to do?
  - C) You needn't speak so loudly.
  - D) I can't hear you.
  - E) Do you want someone else to shout at you?
  
3. What do you say when someone else says, "My uncle died last week."
  - A) Oh, when did he die?
  - B) Are you sure about that?
  - C) Why are you telling this?
  - D) Oh, I am glad to hear that.
  - E) Oh, I am sorry to hear that.
  
4. Congratulate a friend on the birth of a new baby, and make enquiries.
  - A) I am glad to hear of the baby's arrival. Is she really as wonderful as described?
  - B) You were so pale towards the end of your pregnancy that I was worried. I hope you are both well. Congratulations.
  - C) Your husband gave us the news, but he was a bit disappointed at having a baby girl. Never mind him.
  - D) Will you call her Betty as you were planning?
  - E) I have wanted to have a child for many years. I must confess I envy you. Is there any way in which I can help?
  
5. Someone you don't like invites you to a party tomorrow evening. Make an excuse.
  - A) Couldn't you someone else? I'm busy tomorrow.
  - B) I have just accepted an invitation to dine with an old school friend. Thanks for asking.
  - C) I will be unable to accept this. Another engagement with a beloved friend stands in the way.
  - D) If you didn't live far away, I could make it.
  - E) If I can't find anything else to do, I'll think of your nice invitation.

6. Your supervisor makes your life difficult at work by always criticizing you in front of others. Complain to the boss.
- A) As far as I am concerned my supervisor thinks he knows everything. Why don't you tell him he does not?
  - B) I tend to think my supervisor is not fond of me for he keeps criticizing me in front of others.
  - C) I don't want him. It is ridiculous to think that supervisor has the right to criticize me.
  - D) Please stop him. I would prefer not to have disturbed you, but I find it hard to stand my supervisor's criticizing me in front of others. I would appreciate very much if you do something about this.
  - E) The reason I am here is that I am not to tolerate my supervisor's impolite behavior.
7. Some people in front of you in the theatre are talking and spoiling the play for you. What do you say them?
- A) Would you mind not talking? I can not hear the actors.
  - B) Sorry to trouble you, but I think you all have to move somewhere else.
  - C) I just don't know what to say to spoiled and noisy people. Why don't you go out?
  - D) You don't seem to like this play. But I do. Let me watch it.
  - E) I am here to watch the play, but I am afraid you are making this impossible. Go out at once.
8. Tell your friend that you have liked his present very much.
- A) I was awfully glad to get the travelling bag you'd sent me. Thanks a million!
  - B) I would like you to send me a pipe with a long stem.
  - C) Everybody likes presents.
  - D) It was nice of you to think of me. You like giving presents, do you?
  - E) I would have liked the present if I liked you?
9. Compliment a friend on her new dress.
- A) Do you want a compliment on your nice dress?
  - B) That dress looks very good on you.
  - C) You must have spent a lot of money on that beautiful dress.
  - D) What a beautiful dress! How much is it?
  - E) You are very successful in finding such nice things.
10. Say goodbye to someone you have just met.
- A) We have just met. Goodbye.
  - B) This is the first time I see you, but I have to say goodbye.
  - C) Goodbye to someone I have just met.
  - D) Well it's time to go now. Maybe we can meet again.
  - E) It was nice meeting you. Goodbye.

**Puzzle Time 1:**

Bingo - billiard - stable tennis - water polo - darts - diving - badminton - boxing - hand ball - golf - fencing - aerobics - run - judo - stage - skate - canoeing - hunting - dance - opera - show - shoot - comedy - win - ski - ride

T	A	B	L	E	T	E	N	N	I	S	N	U	R
F	H	O	B	G	N	I	T	N	U	H	W	Q	M
G	A	P	E	C	N	A	D	O	D	U	J	M	S
N	N	E	L	J	S	I	L	U	S	T	R	A	D
I	D	R	X	V	W	O	C	J	M	S	K	I	I
E	B	A	G	Z	P	W	I	N	X	A	V	S	A
O	A	C	W	R	S	T	A	G	E	I	W	K	I
N	L	X	E	S	H	O	O	T	N	F	Q	A	L
A	L	T	B	O	X	I	N	G	O	L	D	T	L
C	A	E	R	O	B	I	C	S	H	O	W	E	I
W	O	W	Y	D	E	M	O	C	O	G	N	I	B

## Evaluation Criteria

Evaluate yourself with a friend of yours. If you need, go to the learning objective and repeat the subject that you believe you couldn't learn.

The Student's		The examination's	
Name-Surname:		Starting Time :	
Class :		Finishing Time :	
Number :		Used Time :	
<b>Criteria</b>			
Learning Process		Yes	No
Did you remember human wants?			
Did you remember demands?			
Did you remember how to greet the guests?			
Did you remember the right time and place for greeting?			
Did you remember how to call the guests' attention to you?			
Did you remember where to collect information for greeting?			
Did you remember how to introduce the activities best?			
Did you remember how to make guest contact?			
Did you remember how to invite to the activities?			
Did you remember positive body language?			
Did you remember why voice is important in guest contact?			
Did you remember why effective listening is important in guest contact?			
Did you remember how to invite the guests in the entrance?			
Did you remember how to perform gag passage?			
Did you remember how to make an organization?			
Did you remember the vocabulary related to the activities?			
Did you remember the vocabulary related to the equipments which will be used?			

## LEARNING ACTIVITY-2

### AIM

You will be able to solve the problems during the activities and learn some important safety rules and first aid tips. You will also be able to know different guest types and how to behave them.

### SEARCH

- If there is a big hotel in your city, go to the hotel and ask the animation team what kind of problems they face during the activities. Write down the information which you got from them. Explain the information in the classroom.
- If there is a big hotel in your city, go to the hotel and ask the animation team what kind of problems they face about safety. Ask them if they knew basic first aid tips. Find information about first aid and prepare a chart about first aid and present it in the classroom.
- If there is a big hotel in your city, go to the hotel and ask the animation team what kind of problems they face about using of the equipment. Write down the information which you got from them. Explain the information in the classroom.
- Think about different guest types. If possible ask an animator about the problems and solutions of different guest types. Explain the information in the classroom.

## 2. PROBLEM SOLVING

### 2.1. Possible Problems During The Activities

It is useless to tell a river to stop running; the best thing is to learn how to swim in the direction it is flowing.

ANONYMOUS

Although the animation team members do all the necessary preparations, there is a possibility of a sudden and unexpected problem during the activities.

In leisure clubs and sports areas guest safety is a very high priority. There are many potential areas for accidents. The animation team members will have a checklist to follow in event of accidents. This will include the contact number to call for the first aider, the duty manager and the senior sports personnel. An animator must know some important first aid rules and these first aid rules will be mentioned in the next part of this module (see ‘Safety in the Animation Area).

Fire is one of the unexpected accidents. It can be happen even a plug or a lighting cigarette. When a fire is discovered, the animators must call the fire brigade immediately. If the fire is not a big or important one, they must use a fire-extinguisher to put the fire out. While doing these actions, other animators must make the guests go out the animation area safely and fast.

If a guest or a member of the animation team fall ill and request a visit from a doctor, an animator must inform the duty manager. If an animator is ill, the most important thing is to provide the continuity of the activity, so another animator must take the responsibility and perform the activity.

All the activities need the guests’ participation. Sometimes the guests who decided to take part in the activity may give up or need a special encouragement to keep up. In these situations, animators should comfort and encourage the guests.

### **Encouragement**

- Go on, do it.
- Come on, you can do that.
- Keep up the good work.
- Don’t give up!
- If there is only one to do this, it is you.

## **2.2. Safety In The Animation Area**

If you don’t have a competitive advantage, don’t compete.

Jack Welch

In order to maintain an effective level of security, it is necessary to have a security policy. This should be agreed between all relevant groups and employees’ representatives. The security policy should identify the persons responsible to each area/unit/establishment. Although all staff must take responsibility for security, ultimately there must be someone to take specific responsibility.

---

In leisure complexes small items, such as balls, shuttle cocks, towels and mats are attractive to opportunist petty thieves. To minimize such thefts, the staff will often issue these items upon registration for the activity, and retrieve them at the end of session.

Emergency exits are always labelled with green signs, which are illuminated after dark. This enables people inside the premises to leave quickly and safely in an emergency, but prevents anyone from entering by these doors.

The animation areas must be staffed and working whenever the establishment is open for entertainment. When the guests come to the anfi-theatre or animation area, they want to see the animation team members. So, it will be a good idea to be at least one or two animation members amongst the guests. That will provide a certain control of the guests, especially the kids. While other members of the animation team are preparing the stage, costumes, music or electrical equipment, these members will give information to the guests, maybe chat, or make them dance before the show. This will be a good strategy to have enough time for preparing. In addition, the guests won't be bored while they are waiting for the show.

The area should be maintained in a clean tidy manner. For example, if the floor isn't clean, it can cause a falling down; a member of the animation team or a volunteer from the guests may broke his or her leg/ arm, etc. Undoubtedly, these kind of accidents will be very dangerous.

Adequate lighting should be in operation before the show. When the guests come to the show station, they don't want to see a person trying to change a bulb, mending a plug, etc. Another important point is that controls of the lighting and surround music system must be done periodically.

The animation team members should have access to the equipment and tools necessary to present their shows, without having to leave the stage. The guests don't want to watch an empty stage.

Security is a team responsibility. Thorough staff training is the key to a security-conscious business. All personnel must understand the needs for good security and to know their role in its implementation.

Alarms are very important for the animation areas. These will be activated by the duty manager of the animation team when the emergency has been reported. The bell are loud and will continue to ring until stopped by the fire brigade. They need to be checked at regular intervals to ensure that they are working order. The alarm is test-rung for a couple of seconds at a predetermined time on a weekly basis.

### Animation Area Safety Checklist

- Unplug electrical equipment when not in use.
- Never allow flexes ( telephone or other ) to trail across work areas or floors.
- Never overload electrical sockets.
- Never leave fan heaters/ coolers operating in unattended areas.
- Keep emergency exits clear at all times.
- Never pile papers, boxes or files on the floor.
- Never leave the costumes on the floor.
- Work in a tidy organized manner.
- Never allow smoking behind the scene.



Picture 2.1: Night show

### Some Important First Aid Rules

#### Call Ems If:

- the victim has sustained injuries to the head, neck or back
- the victim is having trouble breathing
- the victim is unable to move or use the injured body part without experiencing pain
- the injury appears to be a severely broken bone.

If you think the victim may have a head or spine injury, DO NOT move him or her; leave the victim lying flat. EMS will be able to move and treat the patient without causing further injury to the victim.

Beware of signs that indicate head and spine injuries. These include: changes in consciousness; vision and breathing problems; nausea and vomiting; inability to move a body part; steady headache; tingling or loss of sensation in hands, fingers, feet or toes; blood in the ears or nose; seizures, severe pain, pressure or bleeding in the head, neck or back; bruising of the head; and loss of balance

If you see these signs in a victim, call EMS immediately, and DO NOT attempt to move the victim or you may injure him or her further. Minimize movement of the head and spine, maintain an open airway (use a chin lift but NO head tilt unless you want to paralyze the victim!!!), check consciousness and breathing, control any bleeding, and prevent the victim from getting chilled or overheated.

### **The Primary Survey**

#### **Danger**

Are you or the casualty in any danger? If you have not already done so, make the situation safe and then assess the casualty.



#### **Response**

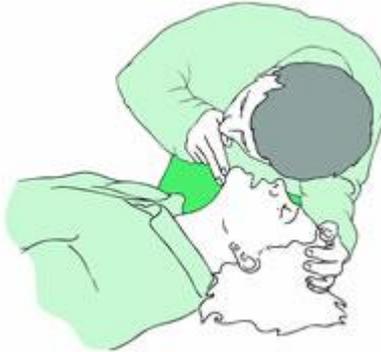
If the casualty appears unconscious check this by shouting 'Can you hear me?', 'Open your eyes' and gently shaking their shoulders.

If there is a response:

- If there is no further danger, leave the casualty in the position found and summon help if needed.
- Treat any condition found and monitor vital signs - level of response, pulse and breathing.
- Continue monitoring the casualty either until help arrives or he recovers.

If there is no response:

- Shout for help
- If possible, leave the casualty in the position found and open the airway.
- If this is not possible, turn the casualty onto their back and open the airway.



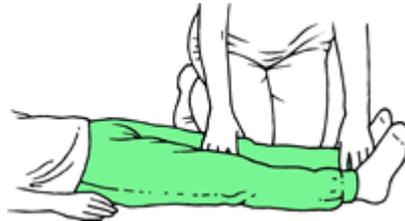
### **Airway**

Open the airway by placing one hand on the casualty's forehead and gently tilting the head back, then lift the chin using 2 fingers only.

This will move the casualty's tongue away from the back of the mouth.

### **Breathing**

- Look, listen and feel for no more than 10 seconds to see if the casualty is breathing normally:
- Look to see if the chest is rising and falling. Listen for breathing.
- Feel for breath against your cheek.



This is common in the first few minutes after a sudden cardiac arrest. It usually takes the form of sudden irregular gasps for breath. It should not be mistaken for normal breathing and if it is present chest compressions and rescue breaths (together called cardio-pulmonary resuscitation or CPR) should be started without hesitation.

If the casualty is breathing normally, place them in the recovery position.

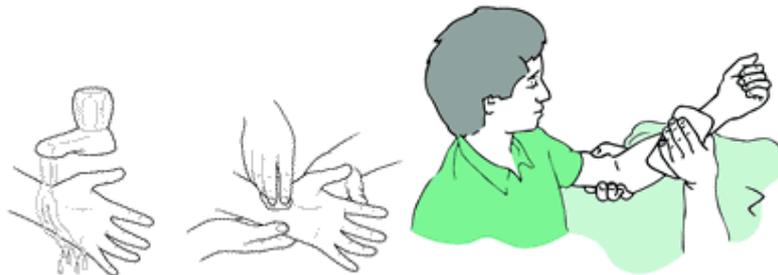
- Check for other life-threatening conditions such as severe bleeding and treat as necessary.

### **Fractures**

- Give lots of comfort and reassurance and persuade them to stay still.
- Do not move the casualty unless you have to.
- Steady and support the injured limb with your hands to stop any movement.
- If there is bleeding, press a clean pad over the wound to control the flow of blood. Then bandage on and around the wound.
- If you suspect a broken leg, put padding between the knees and ankles. Form a splint (to immobilise the leg further) by gently, but firmly, bandaging the good leg to the bad one at the knees and ankles, then above and below the injury. If it is an arm that is broken, improvise a sling to support the arm close to the body.
- Dial 112 for an ambulance.
- If it does not distress the casualty too much, raise and support the injured limb.
- Do not give the casualty anything to eat or drink in case an operation is necessary.
- Watch out for signs of shock.

### **Bleeding**

#### **Minor cuts, scratches and grazes**



- Wash and dry your own hands.
- Cover any cuts on your own hands and put on disposable gloves.
- Clean the cut, if dirty, under running water. Pat dry with a sterile dressing or clean lint-free material. If possible, raise affected area above the heart.

- Cover the cut temporarily while you clean the surrounding skin with soap and water and pat the surrounding skin dry. Cover the cut completely with a sterile dressing or plaster.

### **Severe bleeding**

- Put on disposable gloves.
- Apply direct pressure to the wound with a pad (e.g. a clean cloth) or fingers until a sterile dressing is available.
- Raise and support the injured limb. Take particular care if you suspect a bone has been broken.
- Lay the casualty down to treat for shock.
- Bandage the pad or dressing firmly to control bleeding, but not so tightly that it stops the circulation to fingers or toes. If bleeding seeps through first bandage, cover with a second bandage. If bleeding continues to seep through bandage, remove it and reapply.
- Treat for shock.
- Dial 112 for an ambulance.

**Remember:** Protect yourself from infection by wearing disposable gloves and covering any wounds on your hands.

If blood comes through the dressing **DO NOT** remove it – bandage another over the original.

If blood seeps through **BOTH** dressings, remove them both and replace with a fresh dressing, applying pressure over the site of bleeding.



### **Treatment Objects in wounds**

Where possible, swab or wash small objects out of the wound with clean water. If there is a large object embedded:

- Leave it in place.
- Apply firm pressure on either side of the object.
- Raise and support the wounded limb or part.
- Lay the casualty down to treat for shock.
- Gently cover the wound and object with a sterile dressing.
- Build up padding around the object until the padding is higher than the object, then bandage over the object without pressing on it.
- Depending on the severity of the bleeding, dial 112 for an ambulance or take the casualty to hospital.

### **Shock Recognition**

In the case of a serious accident (and once you have treated any obvious injuries and called an ambulance), watch for signs of shock;



- Pale face
- Cold, clammy skin
- Fast, shallow breathing
- Rapid, weak pulse
- Yawning
- Sighing
- In extreme cases, unconsciousness

### **Treatment**

- Lay the casualty down, raise and support their legs.
- Use a coat or blanket to keep them warm – but not smothered.
- Do not give them anything to eat or drink.
- Check breathing and pulse frequently.
- Give lots of comfort and reassurance.

## **Sunburn**

### **Introduction**

Sunburn can be caused by **overexposure** to the **sun** or even a **sun lamp**. At high altitudes sunburn can occur even on an **overcast summer day**. Some medicines can trigger severe sensitivity to sunlight and rarely it can be caused by exposure to **radioactivity**.

Most sunburn is **superficial**. In severe cases, the skin is a **lobster red** in colour and **blistered**

- the casualty may also be suffering from heatstroke.

### **Recognition**

Sunburn is often recognised by:

- reddened skin
- pain in the area of the burn;
- later there may be blistering to the affected skin.

### **Treatment**

Your aims when dealing somebody with sunburn is to move the casualty out of the sun or away from the source of the sunburn and to relieve any discomfort and pain.

Caution though, if there is extensive blistering or any other skin damage you need to seek medical advice.

- With minor sunburn cover the casualty's skin with light clothing or a towel.
- Move them into the shade or preferably indoors.
- Cool the skin by sponging it with cool water or by soaking the affected area in a cold bath or a cool shower for ten minutes.
- Encourage the casualty to have frequent sips of cold water.
- If the burns are mild calomine lotion or an aftersun preparation may soothe them.
- For severe sunburn obtain medical aid.

## **Heart Attacks**

### **Introduction**

A Heart attack is most commonly caused by a sudden blockage of the blood supply to the heart muscle itself, for example a blood clot.

The main risk is that the heart will **stop beating** so your aims are to make the casualty as comfortable as possible and rest and arrange urgent removal to hospital.

### **Recognition**

- Persistent **central chest pain** - often described as a heavy pressure crushing or vice like pain
- The pain often spreads (radiates) to the **jaw, neck** and down one or both **arms**
- Breathlessness
- Discomfort high in the abdomen similar to indigestion.
- There could be collapse without warning,
- Ashen skin and blueness at the lips,
- Rapid, weak pulse which may be irregular.
- Profuse sweating, skin cold to the touch,
- Gaspings for air (air hunger)
- Nausea and/or vomiting.

### **Treatment**

Your aim is to make the casualty as comfortable as possible and arrange urgent removal to hospital.

- Sit the casualty down in the 'W' position: Semi-recumbent (sitting up at about 75° to the ground) with knees bent.
- Dial 112 for the ambulance.

If the casualty is fully conscious:

- Give him or her a 300mg aspirin tablet to chew slowly provided there are no reasons not to give the aspirin and provided the patient is not under 16 years of age.
- If the casualty has any medication for angina, such as tablet or spray, then assist them to take it.
- Constantly monitor and record the vital signs, breathing and pulse rate etc, until help arrives.

If the casualty becomes unconscious:

- you need to open the airway and check breathing and be prepared to start CPR if necessary, please refer to the tips on CPR for adults.

## 2.3. Problems About Using Of The Equipments

It is important to work in a safe manner at all times, this is especially important in the animation areas of the establishment. Accidents can occur if staff are hurrying around, failing to concentrate upon the tasks in hand or not applying the safety rules of the establishment.

Being clean, tidy and well-organized is very important for a succesful animation team and an animation show. First of all, a scene full of trash and dirt, and team members in dirty clothings at a messy workstations are negative signs for the guests. Such signs send negative messages to guests.

Physical surroundings should be designed to reinforce the product positioning the guest's mind. Swimming aids must be stored in a bin or basket at pool side. Chairs must be kept away from pool side. Adequate litter bins must be provided and emptied regularly.

If the night show is a bit dangerous, it can be useful to empty the front rows. That kind of behavior is important especially for kids. For example, if the animators use fire during the activity, the kids sitting in the front rows can be afraid of the fire and it can cause to occur panic amongst the guests.

While playing water polo and that kind of sports activities, using safety equipments have a special importance. Special bonnets must be worn while playing water polo or similar water sports. This prevents some accidents about ears or head.

While playing darts or similar sports, using the arrows has got a big importance. It is also very important to empty around the area because while a guest is throwing the arrow, a little carelessness can cause an accident.

Wearing a helmet is very important while riding a bike or horse to prevent possible injuries during the activity. If the guest doesn't want to obey these rules about using the equipment, the animators must persuade them to use these equipment during the activities.

The stage and behind the stage must be well designed. There must be a suitable room to keep the costumes and equipments. It is possible for the animators to change their costumes in the same place.

### **Safety Rules For Using Equipment:**

- Never allow flexes to trail over walkways
- Make sure that you know how to use the equipment properly.
- Clean the equipment if necessary.
- Put the equipment after use.
- Never leave the equipment lying about.
- Check the flexes and plugs of all electrical equipment.



**Picture 2.2.: An animator who gives information about the activity**

## **2.4. Problems Being Handed In The Animation Desk And The Ways To Get Rid Of Them**

“Would you tell me, please, which way I ought to go from here?” said Alice.  
“That depends a good deal on where you want to get to,” said Cheshire Cat.  
LEWIS CARROL ( ALICE IN WONDERLAND )

When a problem comes to the animation desk, the first thing which must be done is to keep calm and remain polite. Move away from earshot and avoid embarrassing eye contact. If it is your mistake, apologize profusely and make corrections.

There are some important questions which we must answer on personal contact, communication and appearance.

- Are we friendly yet efficient when speaking to the guest who complain about a problem?
- Do we speak clearly and efficiently to the guest?
- Can we anticipate the guests' needs and complains?
- Do we treat all guests exactly the same?
- Can we be of personal help to our guests?
- Do all animation team members wear a clean, attractive clothing?
- Do we deal effectively with guests complaints?
- Do all members of the animation team listen to guests?
- Do all members of the animation team maintain eye contact with guests while speaking to them?

If a guest comes with a problem, it only needs the animator to be able to put themselves in the guests' place, and imagine what they would be feeling like and therefore what they would require in the form of service, amenities and activities.

An animator must be responsive to guest needs and complaint at all times. Another important point is to be patient with guests and able to answer their queries. Besides, s/he must be calm and able to handle a crisis.

### **Teamwork**

Teamwork means working effectively together with other staff. It could be a small group of three staff working in a team, or a larger group of six or more staff. Whether the team is small or large the qualities of a good team member will be the same.

Team members will have to be willing to:

- Communicate effectively with others
- Respect other team members and guests
- Develop a sense of comradeship with others in the team
- Be helpful towards the team members
- Be aware of other team members' limitations
- Be reliable and punctual
- Develop a selfless attitude
- Delight in others' success
- Demonstrate a sense of humour in a crisis
- Give praise and encouragement to other team members
- Be honest and open with other team members
- Listen to other members of team
- Take responsibility for designated tasks

### **Apologizing**

- Sorry!
- I am sorry.
- Sorry about that.
- I beg your pardon.
- I am sorry I couldn't come on time.
- I apologize.
- I must apologize for my son's rudeness.
- Please forgive me for having misunderstood you.
- Please accept my apologies for what I have done.

### **Accepting an apology**

- That's quite all right.
- It doesn't matter.
- Forget about it.
- It is okay.
- No problem.
- I forgive you.
- I accept your apologies.
- You don't have to apologize.
- There is no need to apologize.

### **Rejecting an apology**

- I don't believe you are sorry.
- I am tired of hearing you say you are sorry.
- Don't say you are sorry.
- I don't accept your apologies.
- 

## **2.5. Different Guest Types**

Good listeners generally make more sales than good talkers.

B.C. Holwick

### **Young Guests**

Children can be easily upset by unfamiliar surroundings and people. It is necessary to speak kindly and specifically to children so that they feel involved. In this way they are less likely to become upset and noisy. Young children need to be fully occupied in order to keep them out of mischief, it is useful to have some simple activity that you can use in an emergency, in order to occupy them in a quiet, unobtrusive manner.

---

## **Elderly Guests**

Elderly persons do not like to be hurried or hassled, patience is sometimes necessary in these circumstances. It must never be apparent that you are in a hurry when serving elderly customers. They often like to chat to the members of staff, especially to the animation team members while they are walking around to introduce the activities or inviting the guests to the activities. This is part of their enjoyment of the holiday experience, and staff must be prepared and able to hold suitable conversation.

## **Guests With Impaired Mobility**

Some guests may need to use a walking stick or a wheelchair. These are used purely to increase their mobility and do not mean that they are unable to make their own decisions. Always imagine what it would be like if you were in a wheelchair, and speak directly to these guests, never speak over their heads. There will probably be some physical help that you can give them, such as opening doors, calling lifts and generally anticipating. Access and handling difficulties that they might experience whilst on the premises. Any help that you can give should be given in a quiet unobtrusive manner so as not to cause any embarrassment to the customer or to the other persons.

## **Guests With Impaired Hearing**

It is not always obvious that a customer is using a hearing aid. If you have difficulty getting a guest to understand/hear what you are saying, do not shout. Look directly at them and speak slowly and clearly, using simple sentences. This may enable them to lip-read the information. If any information ( e.g. the night show invitation ) is in written format show them this to make communication easier for both of you.

## **Guests With Impaired Sight**

These guests normally have a very acute hearing abilities. It is therefore unnecessary to raise your voice when speaking to them. Their main difficulty will be one of their way around the unfamiliar premises. You could be requested to take them from one area to another. In this case, introduce yourself so that they know who you are, then confirm where is that they wish to go. Lead them gently by letting them hold your arm, and speak to them while walking, telling them where you are going and warning them of obstacles- a doorway, a step, a turn in the corridor. And do not forget, they need your friendship and of course having fun like everybody!

---

## **Guests On Their Own**

Guests on their own need just as much attention as those who come with a companion, in fact sometimes more, since they have no one to talk to, to confer with or to turn to if uncertain about the unfamiliar surroundings. They could need reassurance in the form of a friendly helpful greeting that will instantly put them ease and make them welcome. Undue familiarity, however, should be avoided. Often individual guests are quite happy to be on their own and do not readily take to idle chatter from the staff. Your aim should be to make them feel that they may ask you something or pass the time of day with you, if they so wish.

## **Foreign Guests**

There shouldn't be verbal or written comprehension difficulty here. Animation team members must know a few language depending on the guests who prefer the holiday village or hotel. The second important point is to know about the cultural and traditional specialities of foreign guests.

## **Groups**

Group guests could be of any age, or even a mixed age group. Always try and speak to the courier or group leader and they will then communicate the information to everyone else. There will naturally be small groups of people within the main group when speaking/ serving these small groups remember that they are all friends or family and treat them as a group, not as four or five individuals.

## **Guests Under The Influence Of Drink/Drugs/Medication**

These guests will require special care if they are in the animation area. They could be volatile and difficult to communicate with or control. Assistance should always be sought from the supervisory or management strata of animators. Then if necessary these animators will contact the hotel security, guard and/ or the ambulance services. The basic guest care standarts of prompt attention, politeness and concern for the guests' well being will stil apply even in these circumstances.

## **Satisfied Guests**

It can be tempting to relax the guest care standarts for guests who are obviously content with the service and enjoyment that they are receiving. If the guest care standarts are relaxed, then this set of guests could soon become dissatisfied. So even here the guest care standarts must be maintained.

## **Dissatisfied Guests**

These guests can be difficult to handle. Their negative attitude and behaviour can cause the animation team members to become harrassed and agitated. All the more important to remember the guest care standarts in such circumstances although it can be difficult at times.

## **Guest Compliments And Complaints**

Customers who buy hospitality products experience some anxiety because they can not experience the product beforehand. Satisfied guest will usually return and tell others positive things about all the experiences.

Compliments and complaints are both important ways of receiving guest feedback. There are two major steps to be taken whenever a guest passes on to you either a compliment or a complaint.

- The first is to thank them
- The second is to pass this on to the appropriate department or person.

## **Compliments**

These are pleasant to receive and a smile and a thank you should be an automatic response by all staff in these circumstances. A short polite conversation, guest-led, is the correct way to handle compliments from guests.

Always make the customer:

- pleased that they took the trouble to give the compliment
- feel at ease while talking to you
- know that you are genuinely glad to receive the compliment
- aware of who you will pass the compliment on to
- aware of when you will pass on the compliment

The follow-up to a compliment can sometimes be to suggest a similar product or service that you think that the guest might like to try in the future.

If a guest comments book is used, compliments must be acknowledged in the manager's action column, including a note indicating who the compliment was passed on to. Sometimes a comment from this person is added. This feedback to the person who wrote the compliment is vital to ensure success of the comments book. Guests will not use it for compliments if they do not know what happens to them.

## Complaints

Whether or not you feel that a complaint is justified, it is essential that you listen to guests' comments and clarify the precise nature of any complaint. Then apologize and tell the guest what action you are proposing to take.

In any event, the following steps should be taken:

1. Find somewhere private to speak to the complainant, they sometimes initiate a complaint to attempt to impress others around them.
2. Seat the complainant down in a comfortable chair. They will find this less stressful than being in a position to pace about, stamp their feet and bang their fists on a table.
3. Listen to the complaint. Do not interrupt while the complainant is speaking.
4. Establish clearly which circumstance or action caused the complaint. If the complainant is agitated, this may not at once be clear.
5. Encourage the complainant to analyse exactly what has caused the upset. It may be the 'last straw' after a difficult day.
6. Tell the complainant exactly what you propose to do about the situation.

### An Example Dialogue Some Like It Hot

Here is a conversation about keep-fit facilities between an animator and a hotel resident.

**Guest:** My doctor has told me I must keep in good physical condition. I hear that your hotel is one of the best ones in the country for that kind of thing. Could you tell me what facilities you have here?

**Animator :** Well, we have a well-equipped keep-fit gymnasium with all the latest recreational sports apparatus—exercise bicycle, weights, wall bars—that sort of thing.

**Guest :** That sounds interesting.

**Animator :** Then we have two excellent saunas including a smoke sauna. By the way there's a free supply of towels and Finnish sauna soap.

**Guest :** Very good and what about a swim?

**Animator :** Yes, you can have a dip in our heated swimming pool which contains a special salt in the water to stimulate the skin. You can also borrow swimming trunks free of charge.

**Guest :** Oh, good. I've left mine at home.

**Animator :** And afterwards you can relax with beer or soft drinks and sausages in the after-sauna room where there is a large open fireplace with birch logs.

**Guest :** How about outdoor activities?

**Animator :** We have a nine-hole golf course or if you prefer you can water-ski on the lake or hire a rowing boat if you feel energetic.

**Guest :** Do you have any tennis courts?

**Animator :** Oh, yes and you can also play badminton. Racquets and balls are available at a small charge. And if that's not enough there is always croquet on the lawn.

## APPLICATION ACTIVITY-2

<b>Steps of Process</b>	<b>Suggestions</b>
➤ Getting in touch with the quests in English	➤ You can write similar dialogues in the unit and role play it
➤ Find solutions to quests' problems that they face by using English	➤ You can brainstorm with your friends about the problems that a quest can have and solutions ➤ You can roleplay

## EVALUATION

### A- Questions

#### Circle the correct answer

1. Which isn't a suitable expression to encourage the guest in the activity period?
  - A) Go on, do it.
  - B) Keep up the good work.
  - C) Greeting all the guests.
  - D) Don't give up!
  
2. Which isn't a problem that can occur during the activity?
  - A) Fire
  - B) Illnesses
  - C) Participation
  - D) Crying
  
3. When must you call EMS?
  - A) the victim is having trouble breathing
  - B) the victim is crying
  - C) the victim is able to move easily
  - D) the victim is able to use the injured body part
  
4. Which is a way of apologizing?
  - A) I forgive you.
  - B) Forget about it.
  - C) I beg your pardon.
  - D) It doesn't matter.
  
5. Which isn't a right that should be taken to listen and solve the guest complaints?
  - A) Find somewhere private to speak to the complainant, they sometimes initiate a complaint to attempt to impress others around them.
  - B) Seat to complainant down in a comfortable chair. They will find this less stressful than being in a position to pace about, stamp their feet and bang their fists on a table.
  - C) Encourage the complainant to analyse exactly what has caused the upset. It may be the 'last straw' after a difficult day.
  - D) Tell the complainant exactly that s/he is wrong about the situation.

## B. Practice Test

### Circle the correct answer

1. Alan : Haven't I seen you somewhere before?  
Julia : .....  
Alan : But your face is so familiar. Wait a second. I know. We were on the same flight to New York last month.  
Julia : Oh, yes. Now I remember. What a coincidence to meet in San Francisco.  
  
A) Maybe we have.  
B) I guess so.  
C) I don't think so.  
D) Yes. What a surprise!  
E) No, I hope not.
  
2. Mary: You look worried. What is the matter?  
John: I have lost my passport.  
Mary : .....  
John: I'll take your advice.  
  
A) If I were you, I would report it to the police.  
B) You'd better not tell the reporters.  
C) I'd rather tell the police.  
D) Why don't you borrow mine?  
E) Shall we phone your parents?
  
3. Passenger: Excuse me. Is the five-thirty flight from İstanbul on time?  
Agent : .....  
Passenger : For how long?  
Agent : For at least an hour. There has been a bad snow storm there.  
  
A) No, ma'am. It's been delayed.  
B) Yes, ma'am. It will be here soon.  
C) I am sorry, I don't know.  
D) Nobody here is from İstanbul.  
E) Yes, ma'am, as usual.

4. Agent: How do you want to fly, ma'am? Tourist or first class?  
 Passenger: Tourist class is cheaper, isn't it?  
 Agent: .....  
 Passenger: Then I'll fly tourist. I cannot afford the first class.
- A) Not really. They are about the same price.  
 B) Yes, tourist class fare is more economical.  
 C) Yes, but it is not as comfortable as the first class.  
 D) Yes, but everybody prefers the first class.  
 E) No, ma'am.
5. Customer: I'd like to rent a car for the day.  
 Agent: Fine, sir. We have Renaults, Fiats and Suzukis.  
 Customer: Let's see. ....  
 Agent: That's right. Quite economical. It is six dollars a day.
- A) Can I get one right now?  
 B) Are they all good cars?  
 C) Which is the cheapest one? The Suzuki?  
 D) Which is the most comfortable one? The Renault?  
 E) Can I take any of them?
6. Customer: I would like to buy this coat. Can I pay with my credit card?  
 Salesman: Can I see it, sir?  
 Customer: Here it is. ....?  
 Salesman: That's fine sir.
- A) It is my best credit card.  
 B) Do you like it?  
 C) Will that do?  
 D) But why do you want to see it?  
 E) But don't you think I am an honest man?
7. Man: What time will the doctor be in today?  
 Receptionist: He is here after 2. Do you need to see him today?  
 Man: Yes, my back is killing me.  
 Receptionist: .....
- A) You are not dead yet, are you?  
 B) We cannot help dead people.  
 C) Leave your number, and we will call you.  
 D) Why have you waited so long? We can't help you now.  
 E) The doctor is very busy, but we can fit you in at 5:15.

8. Waitress: What seems to be the problem, sir?  
Man: This is not what I ordered. I think you have made a mistake.  
Waitress: .....
- A) I am sorry. I should have confused the orders.  
B) I am sorry. I could have confused the orders.  
C) I am sorry. I must have confused the orders.  
D) I am sorry, but how should I know that?  
E) I am sorry, but this is what you have ordered.
9. Tom: Your new sport jacket is a very unusual colour.  
Bob: What you are really saying is that you don't like it.  
Tom: Don't jump to conclusions; I only said it was a very unusual colour.  
Bob: .....
- A) I think I will not jump with it.  
B) It is not for jumping but for jogging.  
C) Of course I don't say I have never jumped with it.  
D) Well, I stil think you don't like it.  
E) Nobody likes it as much as I do.
10. Bob: How did you like the film?  
Tom: Well, I was a little disappointed with it.  
Bob: Why?  
Tom: .....
- A) It wasn't as funny as I thought it would be.  
B) It is the funniest film I have ever seen.  
C) It was funnier than my friends told me it was.  
D) It was so funny that I couldn't help laughing all the time.  
E) Nobody told me it was a very funny film.
11. Ken: I wish I didn't have to go out tonight. I am not feeling very well. In fact, I feel a little weak.  
Bob: I don't think you should go out tonight. It is important for you to get plenty of rest.  
Ken: Unfortunately, I have to. ....
- A) I don't have anything important to do tonight.  
B) I have to attend a very important meeting tonight.  
C) You can stay with me tonight; we can play cards.  
D) It would be foolish of me to go out tonight when I feel so weak.  
E) Thank you for advice; I will take it.

12. Wife : Why don't you go dancing for a change? We haven't done that for a long time?  
Husband: .....  
Wife : Well, in that case, we could go to the movies.
- A) Well, to the truth, I don't feel like it tonight.  
B) Yes, that's a great idea.  
C) I'm sorry, but I have got a report to type tonight.  
D) Why don't we just stay at home and watch TV?  
E) Whatever you say, darling.
13. Ali: Did you visit Stratford during your stay in Britain?  
Can: We were supposed to, but we couldn't.  
Ali: .....  
Can: We know, it is said to be one of the most beautiful places in Britain.
- A) What a pity!  
B) Lucky you!  
C) You had to visit it, you know.  
D) Never mind.  
E) It is nothing to regret, you know.
14. Neighbour 1: Mary, what is the latest news on your brother?  
Neighbour 2: He had his operation the other day, but the doctors say the cancer is too far advanced.  
Neighbour 1: .....  
Neighbour 2: Well, there is nothing we can do. It's God's will.
- A) I'm sorry to hear that.  
B) Don't worry he will be well soon.  
C) Why worry? You have got another brother.  
D) I can't say I am surprised. He smoked too much, you know.  
E) It serves him right. He shouldn't have smoked so much.
15. Bob: You know I went to see John last night to tell him I was sorry because he lost his job. I was surprised by what I found.  
Tom: What is it that you found?  
Bob: All his flat was brightly lit, and he was happily watching a TV show.  
Tom: Well, I wouldn't be surprised, knowing John as well as I do. ....
- A) That's just like him.  
B) It is surprising he wasn't sad.  
C) How could he watch a TV show after having lost his job?  
D) I guess your timing was not very good.  
E) I don't understand why you went there.

**Puzzle Time 2:**

Safety - checklist - fire - towel - bulb plug - first aid - injury - unconscious - fracture -  
treat sunburn - bonnet - helmet - obey - apologize – satisfy - compliment - bone - head - glad

C	B	W	S	U	O	I	C	S	N	O	C	N	U
H	X	O	C	O	M	P	L	I	M	E	N	T	Q
E	Z	B	N	A	P	O	L	O	G	I	Z	E	S
C	Y	E	G	N	Q	E	N	Q	E	N	O	B	A
K	R	Y	U	T	E	Y	R	H	E	L	M	E	T
L	U	E	L	U	Y	T	U	U	H	F	R	D	I
I	J	R	P	T	A	Z	B	V	T	B	G	A	S
S	N	I	E	O	B	X	N	L	R	C	L	E	F
T	I	F	C	W	L	S	U	K	E	W	A	H	Y
M	A	N	D	E	U	O	S	O	A	W	D	R	X
S	X	A	Q	L	B	D	I	A	T	S	R	I	F

## Evaluation Criteria

Evaluate yourself with a friend of yours. If you need, go to the learning objective and repeat the subject that you believe you couldn't learn.

The Student's		The examination's	
Name-Surname:		Starting Time :	
Class :		Finishing Time :	
Number :		Used Time :	
Evaluation Criteria		Yes	No
Did you remember possible problems during the activities??			
Did you remember safety in the animation area?			
Did you remember when you have to call EMS ?			
Did you remember what to do for fractures?			
Did you remember what to do for bleeding?			
Did you remember what to do for shock?			
Did you remember what to do for sunburn?			
Did you remember what to do for heart attacks?			
Did you remember problems about using of the equipments?			
Did you remember problems being handed in the animation desk and how to get rid of them?			
Did you remember different guest types?			
Did you remember guest compliments?			
Did you remember guest complaints?			

# ANSWER KEYS

## Silly Questions:

1	Because they can't talk.
2	so that they won't get wet.
3	because the glass had been full of milk.
4	both have scales.
5	a tomatoe left in a lift.
6	because their mothers don't iron them.
7	angelfish
8	the one which has a swimming suit
9	a camel that has lost his way
10	when the water is frozen.
11	because he was a baby monkey.
12	a ball
13	because there is no such animal.
14	one that is dead.
15	a barber
16	gas station
17	when you are asleep.
18	snowball
19	your shadow
20	when he learns English.
21	because it's too far to walk.
22	when the door is left open.
23	because they don't have a fifth.
24	only if it is not raining.
25	he sneezes.

## Learning Activity-1

### A. Questions

1	C
2	D
3	B
4	C
5	D

### B. Practice Test

1	C
2	C
3	E
4	A
5	B
6	D
7	A
8	A
9	E
10	E

### Puzzle Time 1:

T	A	B	L	E	T	E	N	N	I	S	N	U	R
	H	O		G	N	I	T	N	U	H			
G	A	P	E	C	N	A	D	O	D	U	J		S
N	N	E				I	L		S	T	R	A	D
I	D	R				O	C			S	K	I	I
E	B	A			P	W	I	N			V	S	A
O	A			R	S	T	A	G	E	I		K	I
N	L		E	S	H	O	O	T	N	F		A	L
A	L	T	B	O	X	I	N	G		L		T	L
C	A	E	R	O	B	I	C	S	H	O	W	E	I
W			Y	D	E	M	O	C	O	G	N	I	B

## Learning Activity- 2

### A. Questions

1	C
2	B
3	D
4	C
5	D

### B. Practice Test

1	C
2	A
3	A
4	B
5	C
6	C
7	E
8	C
9	D
10	A
11	B
12	A
13	C
14	A
15	A

### Puzzle Time 2:

C	B		S	U	O	I	C	S	N	O	C	N	U
H		O	C	O	M	P	L	I	M	E	N	T	
E		B	N	A	P	O	L	O	G	I	Z	E	S
C	Y	E	G	N		E	N		E	N	O	B	A
K	R	Y	U		E		R	H	E	L	M	E	T
L	U	E	L		Y	T	U	U				D	I
I	J	R	P	T			B		T		G	A	S
S	N	I	E	O	B		N		R	C	L	E	F
T	I	F		W	L		U		E		A	H	Y
	A			E	U		S		A		D	R	
S				L	B	D	I	A	T	S	R	I	F

### Evaluation Of The Module

#### Project

Imagine that you are an animator at a hotel. Prepare a show with a group of your friends. Before you perform the show in front of the class, prepare a weekly Schedule and of course an invitation to your special activity. Be careful about the following points:

How to greet your guests

Where to greet your guests

What costumes will be dressed in the activity

How to invite the guests to the activity

Which equipment will be used in the activity

Imagine there is a problem during your activity. First decide a problem, then solve it.

After you demonstrate your activity, what do you do to provide safety in the animation area.

# REFERENCES

- BARLOW, Janelle, Claus MOLLER, **A Complaint Is A Gift**, San Francisco, Berret&Coehler, 1996.
- BERGER, Jonathan, “**Applying Performance Tests in Hotel Management Agreements**”, Cornell Hotel and Restaurant Administration Quarterly, April 1997.
- BERTRAND, Kate, **With Customers, the Closer the Better**, Business Marketing, July 1989.
- BUSH, Melinda, “**The Critical Need to Know**”, Cornell Hotel and Restaurant Administration Quarterly, november, 1985
- CABANAS, Burt, “**A Marketing Strategy for Resort Conference Centers**”, Cornell Hotel and Restaurant Administration Quarterly, June 1992.
- COLTMAN, Michael M., **Tourism Marketing**, New York, Van Nostrand Reinhold, 1989.
- DEMİRCAN, Dilek, “**Mesleki İngilizce Ders Notları**”, (Teksir, Anadolu Otelcilik ve Turizm Meslek Lisesi), Bursa, 2007.
- DRUCKER, Peter, **Management: Tasks, Responsibilities, and Practices**, New York, Harper & Row, Chapter 7, 1973.
- DUBICKA, Iwonna and Margaret O’Keeffe, **English For International Tourism**, Pearson Education Limited, England, 2003.
- HALL, Eugene, **The Language of Hotels in English**, A Regents Publication, USA, 1996.
- JACOB, Miriam and Peter STRUTT, **English For International Tourism**, Pearson Education Limited, England 1997.
- JONES, Ursula and Shirley NEWTON, **Hospitality and Catering A Closer Look**, Cassel Publication , London, 1997.
- KESKİL Gül, **A Bit of Everything**, Sürat English Language Learning, İstanbul, 1996.
- KOTLER, Philip, J. Bowen and J. Makens, **Marketing For Hospitality And Tourism**, Second Edition, Prentice Hall, 1998.
- MASLOW, Abraham H., **Motivation and Personality**, Second Edition, New York, Harper&Row, 1970.
- MCINTOSH, R.V. and C.R. Goeldner, **Tourism: Principles, Practices and Philosophies**, John Wiley, Chichester, 1990.
- MIDDLETON, Victor T.C., **Marketing in Travel and Tourism**, Oxfort: Butterworth-Heinemann, 1994.
- MILL, Robert Christie, **Restaurant Management**, Prentice Hall, New Jersey 1998.
- NINEMEIER, Jack D, **Food and Beverage Controls**, Third Edition, Educational Institute of the American Hotel&Motel Association ,Michigan, 1995.
- LASH, Linda M., **The Complete Guide to Customer Service**, New York, Wiley, 1989
- LELE, Miliand, **The Customer Is Key**, New York, Wiley, 1987.

- ORBAY, Şebnem, “**Mesleki İngilizce Ders Notları**”, (Teksir, Sabiha Gökçen Anadolu Kız Meslek ve Kız Meslek Lisesi), İstanbul, 2007.
- PORTER, Michael, **Competitive Strategy**, New York, Free Press, 1980.
- RONALD, A.Nykiel, **You Can’t Lose If the Customer Wins**, Stanford, Conn.;Long Meadow Press, 1990.
- UZUNOĞLU, Orhan, “**Animasyon ve Regreasyon Ders Notları**”, (Teksir, Anadolu Otelcilik ve Turizm Meslek Lisesi), Bursa, 2007.
- UZUNOĞLU, Orhan, “**Seyahatin Güdüleme Araçları İçerisindeki Yeri: Bir Alan Araştırması**”, Yayınlanmamış Master Tezi, Ankara 2002.
- SCHLOSSBER, Howard, “**Quality Is The Way To Satisfy**”, Marketing News, February 4, 1991.
- T.C. Turizm Bakanlığı Turizm Eğitimi Genel Müdürlüğü, **Oteller ve Restoranlar İçin Yabancı Dil Öğretimi**, Yorum Matbaası, Ankara, 1994.
- WEISS, Lisa Casey, “**How Different Hotel Rate Programs Stack Up**”, Business Travel News, July 1993.
- WITT, F. Stephen and L. Moutinho, **Tourism Marketing And Management**, Handbook Second Edition, 1994.
- WOODS, H. Robert, **Human Resources Management**, Second Edition, London 1994.