



Arctic Development
Library

***Leader's Manual "let's All Treat Visitors
Royally"***
Type of Study: Reference Material
Date of Report: 1987
***Author: G.n.w.t. - Economic Development &
Tourism***
Catalogue Number: 11-8-57

LEADER'S MANUAL "LET'S ALL TREAT VISITORS ROYALLY"

Sector: Tourism

11-s-57

Reference Material

Government Library
Government of the N.W.T.
Communications
P.O. Box 1320
Yellowknife, N.W.T.
X1A 2L9

LEADER'S MANUAL

"LET'S ALL TREAT VISITORS ROYALLY"

AN N. W.T. HOSPITALITY TRAINING PROGRAM DESIGNED TO
IMPROVE ATTITUDES AND METHODS OF DEALING WITH PEOPLE
FOR EMPLOYEES IN THE N.W.T. HOSPITALITY INDUSTRY,

Government Library
MAY 1 2 1977
Government of the N.W.T.
Yellowknife, N.W.T.

NWT
EDT
Lea

TEACHER'S GUIDE

THIS MANUAL SHOULD SERVE AS AN IMPORTANT TOOL, AND AS A GUIDE IN CONDUCTING A TRAINING SEMINAR, BUT IT SHOULD BE NOTED THAT THE PROGRAM IS SET UP TO ALLOW FOR THE TEACHER TO CHANGE THE AGENDA AROUND.

THE ADDITIONAL MATERIALS SUPPLIED IN THE MANUAL ALLOW THE TEACHER TO EMPHASIZE OR DE-EMPHASIZE ANY PART OF THE PROGRAM. THE ONLY POINTS THAT "MUST" BE COVERED IN DEPTH ARE THE SUBJECTS CONTAINED IN THE STUDENT KIT. (THE COLOURED SHEETS IN YOUR MANUAL ARE COPIES OF THOSE CONTAINED IN THE STUDENT KIT.)

THE MANUAL ALSO CONTAINS AN "OPTIONS" SECTION WHICH CAN BE USED AT THE TEACHER'S DISCRETION.

THE LAST FEW PAGES OF THE MANUAL CONTAIN CODING AND GRADING INFORMATION NECESSARY FOR THE FOLLOW-UP CORRESPONDENCE PHASE OF THE PROGRAM; BE SURE TO CODE AND GRADE THE RELEVANT PAPERS, AS THIS IS NECESSARY TO THE SUCCESS OF THE PROGRAM.

PLEASE RETURN TO
GOVERNMENT LIBRARY
GOVERNMENT OF THE
NORTHWEST TERRITORIES

THE PROGRAM IN N.W. T.

THE PROGRAM HAS BEEN SET INTO MOTION ACROSS N.W. T.
BY THE DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM,

EARLY ATTITUDE AND AWARENESS IS ESSENTIAL IN THE
TOURISM INDUSTRY,

THIS IS THE FIRST AND MOTIVATIONAL PART OF THE PROGRAM.
DESIGNED TO TEACH N.W.T.'S TOURISM EMPLOYEES EFFECTIVE WAYS TO
DO AN EVEN BETTER JOB. IT CAN DELIVER THAT EXTRA HELPFULNESS
WHICH CAN BRING VISITORS BACK HERE AGAIN AND AGAIN.

THE DEGREE OF SUCCESS WILL BE INFLUENCED BY EACH
PERSON IN THE PROGRAM, IT'S UP TO YOU: AS GROUP LEADERS,
YOU CARRY THE FRONT-LINE RESPONSIBILITY, THE PROGRAM
CO-ORDINATOR WILL BACK YOU IN EVERY WAY HE CAN, DOING OUR
BEST TO HELP YOU STAGE A FIRST-CLASS PERFORMANCE,

HOW TO SET UP SEMINARS

HOW TO SET UP SEMINARS

3 PER WEEK

15-35 PER GROUP

8:30 A.M. TO 5:00 P.M.

1½ HOUR LUNCH (OPTIONAL)

SEE AGENDA

REGISTRATION: IF THE SESSION IS NOT FULLY BOOKED, THE BALANCE OF THE STUDENTS TO MAKE UP A FULL CLASS WILL BE ON A FIRST COME, FIRST SERVED BASIS.

ROOM SET UP

SHOULD BE QUIET, WELL-VENTILATED AND PRIVATE. YOU SHOULD BE ABLE TO CLOSE THE DOOR TO PREVENT INTERRUPTIONS. ASK THE FACILITY TO SET UP THE ROOM IN A U-SHAPE; WHERE THIS IS NOT POSSIBLE, JUST TRY FOR A RELAXED, UNOFFICIAL SET UP. THE IDEAL SITUATION HAS NO ONE SITTING BEHIND ANOTHER PERSON.

AS THE PERSON IN CHARGE, ARRIVE EARLY. HAVE FURNITURE ARRANGED SO THAT YOU ARE PART OF THE GROUP RATHER THAN BEHIND A DESK OR TABLE WHICH COULD MAKE YOU APPEAR AS AN AUTHORITY FIGURE.

CHECK YOUR MATERIALS AND EQUIPMENT.

SET UP THE PLACARDS. THESE CONTAIN VALUABLE INFORMATION AND YOU CAN USE THEM AS CHARTS DURING DISCUSSION.

WHEN PEOPLE ARRIVE INSIST THAT THEY SIT IN THE
CHAIRS NEAREST YOU. HAVE ANY EMPTY CHAIRS MOVED TO THE
SIDE OF THE ROOM.

EQUIPMENT & SALES

EQUIPMENT AND SUPPLIES

LEADER'S EQUIPMENT

1 LEADER'S MANUAL WITH 1 SET OF ROLEPLAYING CARDS
3 FILMS
1 LABELLE PROJECTOR, EXTRA LAMP
PLACARDS FOR ROOM
SAMPLE CERTIFICATE AND PIN
EXTENSION CORD

MATERIALS FOR SESSION

REGISTRATION CARDS
NAME CARDS
35 HOSPITALITY KITS

CONTENTS OF TRAINEE'S HOSPITALITY KIT

HOW TO LET PEOPLE LEARN

HOW TO CREATE A CLIMATE FOR LEARNING

7

GENERAL GUIDELINES

START ON TIME. (9.00 A.M.)

DO NOT LET DISCUSSION GET TOO FAR OFF COURSE.
JUST REMIND THEM OF THE TOPIC UNDER DISCUSSION.

KEEP IT MOVING.

COVER ALL YOUR LESSON PLAN.

BE AWARE OF THE "ODD MAN OUT". BE SURE TO KEEP
THEM IN DISCUSSIONS BUT DON'T LET ANYONE DOMINATE.

SOME OWNER/MANAGERS MAY BE IN SESSIONS. YOU MAY
FIND YOU TEND TO TALK MORE TO THEM BECAUSE THEY
SEEM TO UNDERSTAND YOU. THIS MUST NOT HAPPEN. DO
NOT LINE UP WITH ANY ONE PERSON OR GROUP. DURING
THE DAY, TRY TO ESTABLISH EYE CONTACT WITH EACH
PERSON SEVERAL TIMES.

HOW TO APPROACH THE LESSON

AS TOURISM CONSULTANTS-WE CAN CONVINCE OTHERS OF
THE LOGIC OF OUR IDEAS, OR GET THEM TO ACCEPT NEW RULINGS
BUT WE CAN'T FORCE ANYONE TO LEARN ANYTHING. LEARNING IS
A VOLUNTARY ACTION. WE AGREE TO LEARN, TO ACCEPT NEW
ATTITUDES, TO SEE THINGS IN NEW WAYS. AND EVEN WHEN IT IS
GOOD FOR US, WE DIG OUR HEELS IN AND REFUSE TO LEARN ANYTHING
IF IT IS BEING FORCED ON US OR IF WE THINK IT IS BEING
FORCED ON US. ALSO, LEARNING IS FRIGHTENING. IT INVOLVES

CHANGE. IT INVOLVES ACCEPTING THAT WE HAVE NOT ALWAYS KNOWN EVERYTHING NOR WERE WE RIGHT ALL THE TIME. WHEN WE ARE FEARFUL, WE CANNOT LEARN.

AS A LEADER, YOU WILL FACE A GROUP OF ADULTS IN WHICH SOME WILL BE CONFIDENT AND SOME OVER-CONFIDENT. ALL WILL BE SENSITIVE. YOU MUST CREATE FOR THEM THE OPPORTUNITY TO LEARN.

THE FIRST SEMINARS MAY BE DIFFICULT. EVEN CHAOTIC. YOU MAY FEEL YOU ARE SEEING YOUR OWN FAILINGS AND NOTHING ELSE. BUT YOU CAN MAKE EVERY SEMINAR A SUCCESS AS FAR AS THE TRAINEES ARE CONCERNED IF YOU GET ONE THING CLEAR:

WHAT ARE YOU TEACHING HERE?

GET THAT STRAIGHT IN YOUR OWN MIND. THIS BOOK IS FULL OF INFORMATION YOU CAN PASS ON TO THE TRAINEES, BUT THE REASON YOU AND THEY ARE MEETING CAN BE STATED IN ONE CLEAR, SHORT SENTENCE. MAKE UP THIS SENTENCE. GET IT DOWN TO FIVE WORDS OR LESS. REPEAT IT TO YOURSELF JUST BEFORE YOU TURN THE HANDLE OF THE DOOR TO THE MEETING ROOM. REPEAT IT THROUGH THE DAY WHENEVER YOU FIND YOURSELF IN TROUBLE OR WONDERING WHAT TO SAY NEXT. WHEN AT A COMPLETE LOSS FOR WORDS, SAY IT ALOUD.

THIS LITTLE SENTENCE CAN CUT THROUGH CONFLICT, END ARGUMENTS, BEGIN DISCUSSIONS. IT IS YOUR BASIC MESSAGE. IF YOU CAN GET THIS MESSAGE ACROSS, THE SEMINAR YOU LEAD CAN ACTUALLY CHANGE SOMEONE'S LIFE BY CHANGING, EVEN SLIGHTLY, THEIR APPROACH.

WHAT HAPPENS DURING THE LESSON

FIRST, KNOW THAT YOU CAN'T TEACH ANYBODY ANYTHING. THEY MUST LEARN. AS WHEN GIVING DIRECTIONS FOR DRIVING TO ANOTHER TOWN, YOU CAN ONLY TELL THEM WHAT TO LOOK FOR. IF YOU

GIVE THEM LANDMARKS THEY CAN RECOGNIZE - RELATE YOUR INFORMATION TO THEIR EXPERIENCE - THEY WILL BE ABLE TO UNDERSTAND WHAT YOU ARE SAYING. LOOK ON YOURSELF AS A PERSON WHO HELPS THEM TO DISCOVER AND THEN EXPLORE THE PERSONAL MEANING OF EVENTS FOR THEM.

TO BEGIN, YOU WILL GET THEM COMFORTABLE. IT IS IMPORTANT TO RELIEVE ANY STRAIN THEY MAY FEEL AT BEING IN A LEARNING SITUATION. THEY MAY NOT HAVE DONE WELL IN SCHOOL AND THIS MIGHT BE A RETURN TO AN UNHAPPY ENVIRONMENT.

JUST LET THEM BE THEMSELVES. HAVE A LITTLE ROUTINE YOU ALWAYS FOLLOW IN BEGINNING A SESSION. YOU COULD ENTER THE ROOM, INVITE EVERYONE TO SIT DOWN AND TELL THEM WHAT IS GOING TO HAPPEN THROUGH THE DAY AND WHY. BE SINCERE AND RELAXED, IF POSSIBLE. IF YOU CAN'T BE RELAXED AT LEAST SHOW THAT YOU ARE OPTIMISTIC ABOUT THE DAY. THEN YOU COULD HAVE EACH PERSON SAY THEIR NAME AND WHAT THEY DO.

THIS SHOULD HELP YOU TO EASE THEM INTO A DISCUSSION OF WHAT THEY DO. USUALLY, PEOPLE WILL OPEN UP ABOUT WHAT THEY DO AND WHAT THEY THINK OF IT. BUT IF ANYTHING GOES WRONG, IF PEOPLE WON'T TALK OR ONE PERSON INSISTS ON HOLDING THE FLOOR, EVEN WHEN YOU CALL ON OTHERS, DON'T TRY TO STICK TO YOUR PLAN. DUMP IT. SHOW THE FILM OR HAVE THEM OPEN THEIR MANUALS TO THE INFORMATION UNDER DISCUSSION. DRAW THEM OUT ON THE POINTS GIVEN.

YOU WILL FIND MORE DETAILED INSTRUCTIONS ON HOW TO USE AUDIO VISUAL AIDS, HOW TO LEAD DISCUSSION AND BRAINSTORMING SESSIONS WORKED, RIGHT INTO THE "LEADERSHIP METHODS" WHICH ARE GIVEN BESIDE THE HOUR-BY-HOUR LESSON PLAN.

LIKE ALL GROUP LEADERS, TOUR GUIDES OR TEACHERS, YOU WILL HAVE TO MOVE WITH THE MAJORITY. DO TRY NOT TO DUMP YOUR PEOPLE WHO JUST CAN'T STAY WITH THE REST. SLOW DOWN A LITTLE, TRY TO INCLUDE THEM, BUT DON'T LET ONE PERSON ROE THE

REST OF THE VALUE OF THE SESSION.

WHEN YOU ARRIVE AT THE END OF THE LESSON, LET THEM TELL YOU WHAT THEY SEE. LIKE A TOUR GUIDE, LET YOUR PASSENGERS OFF THE BUS AND WAIT WHILE THEY EXPLORE THE NEW TERRAIN. THEN, EITHER ASK QUESTIONS OR REQUEST A WRITTEN REPORT. IF YOU PREPARE THEM BEFORE YOU BEGIN, BY TELLING THEM YOU WILL WANT A REPORT AT THE END, THEY WILL BE WATCHING FOR THINGS TO INCLUDE. SO THEY WILL LEARN MORE.

TO PREPARE TO LEAD YOUR FIRST SESSION, PLEASE READ THE LESSON PLAN WHICH FOLLOWS. IT IS SET UP TO SHOW THE AGENDA ON THE RIGHT HALF OF THE PAGE AND TECHNIQUES YOU CAN USE TO MAKE IT HAPPEN ON THE LEFT. CONDUCT THE SEMINAR WITH THIS PLAN OPEN IN FRONT OF YOU. DO NOT GROPE ABOUT TOO MUCH (A LITTLE IS O.K.). READ ALOUD IF YOU HAVE TO, IN ORDER TO KEEP THE LESSON MOVING. IF THE PLAN DOESN'T WORK THE FIRST TIME, READ THE INSTRUCTIONS AGAIN. IF IT DOESN'T WORK THE SECOND TIME - CHANGE IT.

THIS ADDS UP TO A SIMPLE FORMULA:

THE PEOPLE MUST COME FIRST.

THE OBJECTIVES ARE TO LEARN CERTAIN NEW WAYS AND ATTITUDES, BUT IN ORDER TO LEARN, PEOPLE MUST FEEL SECURE ENOUGH TO TRY THESE WAYS, TO TAKE IN THE INFORMATION. YOU MAY NOTE THAT THIS IS THE SAME FORMULA AS THE ONE WE'D LIKE TOURISM WORKERS TO ADOPT - PEOPLE FIRST.

TEACHER'S LAW

I HEAR - I FORGET

I SEE - I REMEMBER

I DO - I UNDERSTAND

PEOPLE DO NOT CHANGE THEIR BEHAVIOUR BECAUSE SOMEONE TELLS THEM TO DO SO. INFORMATION IS NOT ENOUGH. IN ORDER TO BE RESPONSIBLE, A PERSON MUST ACT RESPONSIBLY. IN ORDER TO BE ABLE, A PERSON MUST EXPERIENCE SUCCESS. THAT IS WHY THE TEACHING METHODS SUGGESTED HERE STRESS INVOLVING THE GROUP, AND EACH PERSON IN THE GROUP, IN DECISIONS, ACTIONS, AND ATTEMPTS TO ACT IN NEW WAYS. HAVING DONE IT ONCE IN THE LEARNING CLIMATE, A TOURISM EMPLOYEE IS MORE ABLE TO ACT IN THE NEW WAY ON THE JOB.

ROLEPLAYING

ROLEPLAYING IS USED TO HELP THE PERSON EXPERIENCE HOW THE OTHER SIDE FEELS AND TO ALLOW THEM TO EXPRESS THEIR SIDE OF THE SITUATION. BEING DONE UNTO OFTEN MAKES THE POINT WITHOUT ANYONE HAVING TO CONFESS TO THE CRIME.

STEPS TO FOLLOW FOR SUCCESSFUL ROLEPLAYING

1. IDENTIFY YOUR GOAL. WHAT DO YOU HOPE TO ACHIEVE?
2. TELL GROUP THE PROBLEM.
3. TELL THEM THE ROLES AND ASSIGN THE ROLES.
4. SET THE STAGE.
5. ACT IT OUT.
6. DISCUSS THE ENACTMENT.
7. RE-ENACT THE SCENE.

MORE WAYS TO USE ROLEPLAY CARDS

1. WHEN ALL ATTEMPTS HAVE FAILED AND YOU'VE SHOWN BOTH THE FILMS, TAKE THE SITUATION CARDS AND READ THE SITUATION ALOUD TO THE WHOLE GROUP. HAVE THEM WRITE THEIR COMMENTS OUT. THEN, HAVE EACH ONE READ THEIR OWN COMMENT ALOUD. (IF THEY'RE RELUCTANT TO DO THIS, HAVE THEM PASS THE CARDS DOWN ONE SO NO ONE READS THEIR OWN).

IF NO DISCUSSION ENSUES, READ THE NEXT SITUATION ALOUD.

2. WHEN YOU HAVE PEOPLE WHO TAKE TO ROLEPLAYING WELL, LET THEM IMPROVISE ON SITUATIONS. READ THE SITUATION AND GIVE THEM AN IDEA HOW TO PLAY THE SCENE. FOR INSTANCE;

"YOU ARE A BAD-TEMPERED CLERK AND THIS CUSTOMER HAS JUST ROLLED IN AND SAID....."

"GEORGE, YOU BE THE CUSTOMER, AND BE TOUGH. YOU'VE HAD ENOUGH OF THESE CARELESS CANADIANS".

DISCUSSION

ONE OF THE RICHEST RESOURCES FOR LEARNING IS THE LEARNER. EACH PERSON HAS A RICH STORE OF EXPERIENCES, IDEAS, FEELINGS, ATTITUDES AND MEMORIES WHICH HELP THEM SOLVE PROBLEMS AND CHANGE ATTITUDES WHEN BROUGHT OUT. ONE GOOD WAY TO BRING PEOPLE OUT IS TO BE A GOOD LISTENER. SO THIS IS A BASIC IN LEADING DISCUSSIONS: LISTEN.

NEXT, ACT AS A SOUNDING BOARD FOR THE GROUP. WHEN SOMEONE THROWS OUT A SUGGESTION, EVEN IF IT IS IN THE FORM OF A

QUESTION, RESPOND POSITIVELY. OFTEN THE REST OF THE GROUP WILL LAUGH NERVOUSLY, LOOKING FOR THE SECURE POINT. YOU ARE THE SECURE POINT. STATEMENTS MADE TO YOU ARE WELCOMED, RESPONDED TO IN A BALANCED WAY, RETURNED WITH A LITTLE EXTRA THAT SHOWS THEM WHY. WHATEVER THEY SAID WAS USABLE BY THE GROUP. ALL STATEMENTS ARE THE "RIGHT" ONES. NO ONE IS EVALUATING YOUR INTELLIGENCE HERE, OR LOOKING FOR POLISHED PHRASES OR PROPER ATTITUDES. IN A GROUP DISCUSSION, THE INTERESTING THING IS THE PERSON, THE "RIGHT" ANSWER IS WHAT THEY REALLY FEEL. DIFFERENCE IS GOOD AND EVERYONE HAS THE RIGHT TO MAKE MISTAKES. THERE IS NO PRESSURE TO PROVIDE IMMEDIATE ANSWERS.

DISCUSSION IS A USEFUL TOOL:

1. FOR GETTING A GROUP COMFORTABLE AND SPEAKING TO EACH OTHER,
2. IN PREPARATION FOR PROBLEM-SOLVING (ONCE YOU'VE IDENTIFIED THE PROBLEM AREA OF A SITUATION, THE SOLUTION IS USUALLY EVIDENT),
3. FOR BRINGING OUT INFORMATION. (AS A GROUP THE TRAINEES POSSESS A LOT OF KNOWLEDGE. DISCUSSION ALLOWS THEM TO POOL THAT INFORMATION.)
4. FOR STIMULATING INDIVIDUAL THINKING.

PROBLEMS YOU MAY MEET IN DISCUSSION INCLUDE:

1. ONE OR TWO PEOPLE DOMINATING,
2. LACK OF INFORMATION,
3. PEOPLE WHO DON'T CONTRIBUTE.

IN DISCUSSIONS WITH THE WHOLE GROUP YOU CAN CALL ON "PEOPLE FOR 'THEIR' IDEAS, 'THUS TAKING CARE OF #1 AND #3. ..."

GROUP DISCUSSIONS USED IN THIS PLAN ARE SET UP TO DRAW SOLELY ON PERSONAL EXPERIENCE OR AFTER A PREPARATORY SESSION FOR GATHERING INFORMATION.

THE PROBLEM OF DOMINATORS IN A GROUP OF 2-8 IS HANDLED BY HAVING THE GROUP LEADER CHECK ON INDIVIDUAL GROUPS AT REGULAR INTERVALS. BEFORE SENDING THEM INTO SMALL GROUPS YOU HAVE EITHER SHOWN THEM AN AUDIO VISUAL OR DIRECTED THEM TO REMOVE INFORMATION SHEETS FROM THEIR KITS.

LECTURE

IN THIS PLAN, THE LECTURE IS USED TO INTRODUCE A LOT OF INFORMATION IN A SHORT TIME AND/OR TO HANDLE A DELICATE SUBJECT WITHOUT SEEMING TO DIRECT REMARKS OR ATTENTION TO ANY ONE PERSON.

LECTURES FAIL BECAUSE PEOPLE STOP LISTENING. TO KEEP THEM LISTENING, YOU MUST TRY TO GET THEM TO PARTICIPATE IN SOME WAY. IT IS USEFUL TO HAVE THEM READ SILENTLY WITH YOU IF YOU DO THIS, READ OUT LOUD EXACTLY WHAT IS ON THEIR SHEETS. READ SLOWLY, CLEARLY AND DISTINCTLY. IF YOU WISH TO ADD SOMETHING WHICH IS NOT ON THE SHEETS, PAUSE, CHANGE YOUR VOICE, PERHAPS HOLD UP YOUR HAND OR SHIFT YOUR BODILY POSITION TO INDICATE TO THEM THAT YOU ARE DIGRESSING, AND SPEAK ON. WHEN YOU RETURN TO THE SHEETS, USE A PHRASE LIKE, "NOW, THE NEXT POINT HERE IS..." WHICH WILL HELP EVERYONE GET BACK TO READING ALONG.

ANOTHER USEFUL TECHNIQUE FOR KEEPING ATTENTION ALIVE IS THE CONVERSATIONAL QUESTION. THIS DOES NOT DEMAND A SPECIFIC ANSWER YET IT DRAWS ON THE PERSON'S PRACTICAL KNOWLEDGE. AFTER SPEAKING FOR ONE OR TWO MINUTES, TURN TO ONE PERSON AND ASK, "WOULD YOU SAY THAT SOUNDED ABOUT RIGHT, GEORGE?" OR "HAVE YOU FOUND A NEED FOR THAT KIND OF INFORMATION IN YOUR JOB?" OR "DO YOU GET ASKED THIS KIND OF QUESTION:

'WHERE'S THE STADIUM?'

EXAMPLES KEEP LECTURES INTERESTING. TELL THEM ABOUT PEOPLE YOU KNOW (OR DON'T KNOW), EXPERIENCES, SITUATIONS, AND SO ON.

WATCH TO SEE IF PEOPLE ARE LISTENING AND IF THEY UNDERSTAND WHAT YOU ARE SAYING. QUESTIONS WILL CHECK UNDERSTANDING, BUT BE CAREFUL YOU DON'T APPEAR TO BE PUTTING SOMEONE ON THE SPOT. AS IN ANY OTHER TEACHING METHOD, ALL ANSWERS ARE THE RIGHT ANSWER, BECAUSE YOU CAN ASK THE RIGHT QUESTIONS.

BRAINSTORMING

SOMETIMES A GROUP CAN'T GET MOVING. AS YOU WILL USUALLY BE LEADING DISCUSSIONS, YOU WILL USUALLY BE ABLE TO ELICIT SOME KIND OF RESPONSE FROM THEM. IF NOT, CALL A COMPLETE BREAK. SAY, "OKAY, WE'RE GOING TO TRY SOMETHING NEW HERE - AND WE'RE GOING TO HAVE CERTAIN RULES."

1. ANYONE IS FREE TO CALL OUT ANY IDEAS ABOUT (SUBJECT A) AT ANY TIME FOR THE NEXT _____ MINUTES.
2. I WILL WRITE THEM DOWN.
3. NO ONE IS ALLOWED TO SAY ANYTHING ABOUT ANY IDEA CALLED OUT.
4. NO CRITICISM IS ALLOWED.

START THEM OFF WITH AN IDEA IF YOU HAVE TO. CALL ON PEOPLE WHO LOOK LIKE THEY MAY WANT TO SAY SOMETHING. YOU MAY HAVE TO WORK TO GET IT GOING AND INJECT A FEELING OF EXCITEMENT AND SPONTANEITY, BUT IT SHOULD LOOSEN PEOPLE UP.

AT THE END OF THE TIME PERIOD, READ BACK THE IDEAS WITH MANY POSITIVE REMARKS AND ASK THE GROUP TO PROCEED WITH GROUP DISCUSSION OR WRITTEN WORK, WHATEVER YOU ARE DEALING WITH AT THE TIME.

AUDIO VISUALS

IF YOU DECIDE TO USE THE FILM, REMEMBER AN A/V WILL ONLY WORK FOR YOU IF YOU SET IT UP. TELL THE GROUP YOU ARE GOING TO SHOW THEM A FILM ON _____. ASK THEM TO WATCH FOR THINGS THEY THINK SHOULD BE DONE DIFFERENTLY "BECAUSE WE'RE GOING TO DISCUSS IT AFTER". RUN THE FILM. WHEN IT ENDS, SAY: "NOW, WHAT DID YOU SEE THAT SHOULD BE DONE DIFFERENTLY?" WHEN SOMEONE MAKES A POINT, SAY: "O.K. HOW SHOULD IT BE DONE?" THIS OFTEN LEADS TO ENLIGHTENING DISCUSSION.

RULES FOR USING AN AUDIO VISUAL:

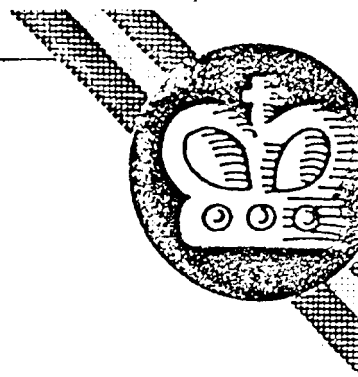
1. TELL THEM WHAT THEY ARE GOING TO SEE.
2. GIVE THEM SOMETHING TO WATCH FOR (AN ASSIGNMENT).
3. SHOW THE A/V.
4. ASK FOR DISCUSSION OR REPORTS OF SOME SORT ON THE ASSIGNMENT.

RESOURCES

YOU MAY FIND IT USEFUL TO SCAN SOME OF THE BOOKS LISTED IN "BOOKS THAT CAN MAKE YOUR FORTUNE". THEY ARE RICH IN PERSUASION TRICKS AND MAY HELP YOU IN UNDERSTANDING THE MOTIVATION OF SOME OF YOUR STUDENTS.

AGENDA ·

Agenda



Registration
Receive Name Card and Kit.

Introductions

Discussion:

My best (or worst) experience . . .

. . . as a customer

. . . on the job

Things that tourists do that bug you

Changes that should be made.

Tourism . . . N. W. T.'s Second Largest Industry
Assignment: Tourists' Spots in this area.

Break—Coffee

Discussion of Assignment

Lunch

Good Grooming—Better Tips, Better Time

Telephone Manners

Film

Discussion in Skills Groups

—Errors shown in film

—Good points in film

—Reactions

—How we do it and why

Break—Coffee

Roleplaying

—Handling complaints

—Making complaints

Group Reports to General Session on Roleplaying Topics

Personal Plan

Hospitality Review

Farewell

LESSON PLAN

THE BASIC LESSON PLAN

1. TELL THEM WHAT YOU'RE GOING TO TELL THEM
2. TELL THEM
3. TELL THEM YOU TOLD THEM

LESSON PLAN

How To Do It

SET ASIDE THE "GROUP'S" CURIOSITY ABOUT YOU BY TELLING THEM ONE OR TWO DETAILS ABOUT YOURSELF. OTHERWISE THEY MAY BE WONDERING ABOUT YOU WHEN YOU WANT THEM THINKING ABOUT THE SESSION.

YOU MAY WISH (OR HAVE TO) DEAL WITH THE ISSUE OF SMOKING.

THIS COULD BE A USEFUL ISSUE FOR YOU AS YOU CAN USE IT TO GET THE TRAINEES TO MAKE THEIR FIRST GROUP DECISION. YOU MAY WISH TO PUT IT TO A VOTE, ASK FOR CONSENSUS, OR TO MAKE AN ARBITRARY DECISION YOURSELF.

WHAT TO DO

HOUR 1 - MORNING

AS EACH PERSON ARRIVES, HAVE THEM REGISTER. THEY SHOULD ALSO FILL OUT A NAME CARD AND WEAR IT. GIVE EACH ONE A COURTESY KIT AND HAVE THEM PUT THEIR NAME IN THE SPACE PROVIDED.

LEADER INTRODUCES HIM OR HERSELF AND ASKS THAT THE REGISTRATION CARD BE HANDED IN AT THE END OF THE SESSION (OR RIGHT AWAY IF PREFERABLE).

ASK GROUP TO OPEN KIT AND TAKE OUT TODAY'S AGENDA.

How To Do It

WHEN YOU STOP TO GIVE AN EXPLANATION ABOUT ANY POINT, CHANGE YOUR VOICE AND POSTURE SO THEY KNOW YOU HAVE STOPPED READING. GO SLOWLY.

TOURISTS ARE IMPORTANT TO ALL OF US. FOR SOME THEY ARE A SOURCE OF LIVELIHOOD. COURSE INCREASES YOUR VALUE - BETTER INFORMED, BETTER TRAINED, DO A BETTER JOB.

AS YOU ASK EACH PERSON THEIR NAME AND OCCUPATION USE SOME COMMENT OR QUESTION ABOUT THEIR WORK TO GET THEM USED TO TALKING HERE AND TO SHOW THEM THAT YOU ARE NOT CRITICAL OF THEIR ATTITUDES, OPINIONS OR JOBS.

ONCE EVERYONE IS INTRODUCED, USE A SIMPLE REMARK TO MOVE THE DISCUSSION. "NOW THAT WE ALL KNOW EACH OTHER, I THINK IT WOULD BE USEFUL TO SWAP EXPERIENCES A BIT."

What To Do

LEADER READS OUT AGENDA, WHILE THEY FOLLOW ON THEIR SHEETS. LEADER GIVES SOME EXPLANATION OF THE DIFFERENT PARTS OF THE DAY.

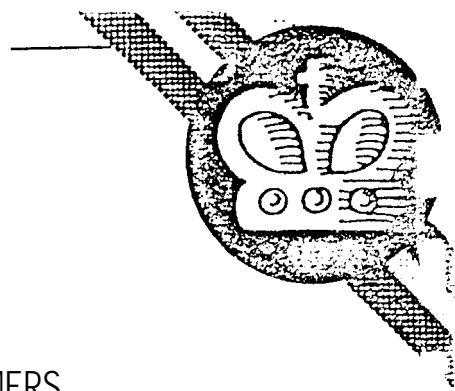
DESCRIBE PURPOSE OF COURSE AND VALUE TO THOSE ATTENDING. CERTIFICATE AT END FOR THOSE WHO SUCCEED.

Use TRAINING A/V.

LEADER ASKS EACH PERSON TO GIVE THEIR NAME AND OCCUPATION.

DISCUSSION ABOUT PERSONAL EXPERIENCES WHILE TRAVELLING, ATTITUDES TO TOURISTS, HOW THEY WOULD CHANGE THINGS.

REF: "KNOW YOUR CUSTOMER"



GETTING TOGETHER WITH THE CUSTOMERS

Know Your Customer

- Most of you are the "Front Line" people. You are the business to people who come to you for help. If you make the business look good, you look good and that can mean better pay, a more secure job, and often higher tips.

- Two correct way of dealing with questions:

1. Give the right information.
2. Tell them exactly where they can probably get the information.

Try to Understand the Customer

- They are in a strange place, and may have been traveling all day.
 - o They may have met with some tough people just before you, perhaps they worked all day in high pressure meetings.
- What to do? Smile. It makes them feel wanted and needed.
- Have to keep someone waiting?
 - Just speak to them Even a quick "I'll be with you in a minute" will let them know they are not being ignored.
 - o Someone kept waiting by another employee?
 - Do something constructive-get help—tell the other person—speak to the customer—Never ignore the customer or make excuses.
- Travellers expect:

Cleanliness
Courtesy
Good value

The Customer is King—True or False?

Too True!

1. The customers money pays for wages, tips AND EVERYTHING ELSE.
All costs of staying in business are paid by the Customer.
2. Success depends on meeting and improving on what the customers expect.
3. Unhappy customers often don't complain—they just stay away.

Know Your Product-Your Own Establishment

The better you know your product the easier it is to do your job.

You can make suggestions for the customer's comfort—and a happy customer is easier to serve.

By knowing all about your place of work you build your own self confidence—and that shows.

Examples:

Someone working in accommodations would know:

- the rooms, prices, locations, good and bad points
- the facilities-pool, sauna, food service, ice
- reason people stay there (close to business, entertainment, etc.).

A Food Service worker would know:

- special of the day
- what's fresh
- what's best
- today's vegetable, soup, etc.

What points would you know about your place of work?

Know Yourself

Good Points Checklists

Punctuality

Arrive on time./15 mins early.

Don't run out the door every day at quitting time. _____

Dependability

Call as early as possible if you can't be at work. _____

Regular Attendance

Cooperation

Help others you work with.

Try to fit in with the situation and pitch in to get the job done. _____

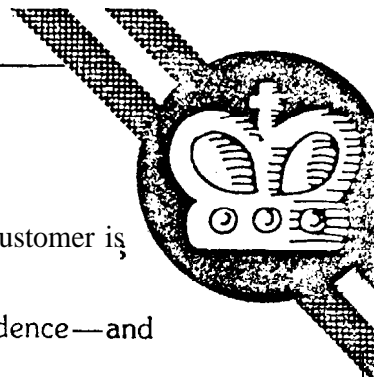
Liking for People

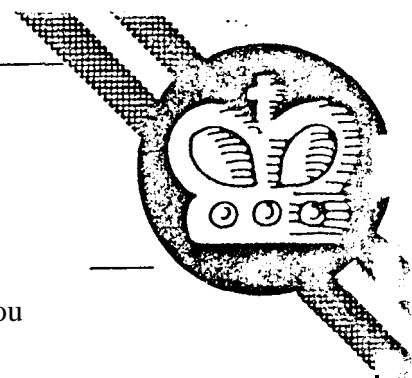
Enjoy talking to others. _____

Enjoy helping others. _____

Believe the public will reward good service. _____

Find meeting the public a challenge to your skill and good work. _____





Courteous	Ready to serve a person pleasantly even if it takes more time.	_____
	Thinking about the need of others so that you will be able to prevent difficult situations.	_____
	Understand why customers come in and feel ready to offer friendly, hospitable help.	_____
Liking for Self	Realize that you are a good person and have value.	_____
	Careful with your cleanliness and grooming because you feel it keeps your spirits up.	_____
	Want to be an addition to any situation in which you find yourself.	_____
Liking for Job	Enjoy knowing the details of your job (extras, specials, etc.).	_____
	Enjoy the kind of work you do.	_____
	Enjoy the atmosphere of your place of work.	_____
Neat	Check grooming periodically during the day.	_____
	Keep clothes in good repair.	_____
Clean	Daily shower, clean hair, hands.	_____
	Clean clothes.	_____
Well-Organized	Think about tasks so you can do them quickly, efficiently.	_____

T o t a l _____

Add yours up.
1 Point each tick mark.

No matter how well or how poorly you may rate yourself—you can do better and the following pages can show you how.

How To Keep Improving:

Start with your checklist. Once you have one area down pat, work on the next. Make changes in just one or two ways at once—otherwise, you'll get confused and lose out on everything. When you've run through all the ideas for improvement in this book, ask your employer for any training manuals that might be available. The library has many books that will deal with the exact topic you want.

KNOW YOURSELF

GOOD POINTS CHECKLIST

PUNCTUALITY

ARRIVE AHEAD OF TIME/
15 MINUTES EARLY. _____

DON'T RUN OUT THE DOOR
EVERY DAY AT QUITTING TIME. _____

DEPENDABILITY
REGULAR ATTENDANCE

CALL AS EARLY AS POSSIBLE
IF YOU CAN'T BE AT WORK. _____

COOPERATION

HELP OTHERS YOU WORK WITH. _____

TRY TO FIT IN WITH THE
SITUATION AND PITCH IN TO
GET THE JOB DONE. _____

LIKING FOR PEOPLE

ENJOY TALKING TO OTHERS. _____

ENJOY HELPING OTHERS. _____

BELIEVE THE PUBLIC WILL
REWARD GOOD SERVICE. _____

FIND MEETING THE PUBLIC
A CHALLENGE TO YOUR SKILL
AND GOOD WORK. _____

COURTEOUS

READY TO SERVE A PERSON
PLEASANTLY EVEN IF IT TAKES
MORE TIME. _____

THINKING ABOUT THE NEED OF
OTHERS SO THAT YOU WILL BE
ABLE TO PREVENT DIFFICULT
SITUATIONS. _____

LIKING FOR SELF

UNDERSTAND WHY CUSTOMERS
COME IN AND FEEL READY TO
OFFER FRIENDLY, HOSPITABLE
HELP. _____

REALIZE THAT YOU ARE A GOOD
PERSON AND HAVE VALUE. _____

CAREFUL WITH YOUR CLEANLI-
NESS AND GROOMING BECAUSE
YOU FEEL IT KEEPS YOUR
SPIRITS UP. _____

WANT TO BE AN ADDITION TO
ANY SITUATION IN WHICH YOU
FIND YOURSELF. _____

LIKING FOR JOB

ENJOY KNOWING THE DETAILS
OF YOUR JOB (EXTRAS,
SPECIALS, ETC.). _____

ENJOY THE KIND OF WORK YOU
DO. _____

ENJOY THE ATMOSPHERE OF
YOUR PLACE OF WORK. _____

NEAT

CHECK GROOMING PERIODICALLY
DURING THE DAY. _____

CLEAN

KEEP CLOTHES IN GOOD REPAIR. _____

DAILY SHOWER, CLEAN HAIR,
HANDS. _____

CLEAN CLOTHES. _____

WELL-ORGANIZED

THINK ABOUT TASKS SO YOU
CAN DO THEM QUICKLY,
EFFICIENTLY.

ADD YOURS UP.

TOTAL

1 POINT EACH TICK MARK

NO MATTER HOW WELL OR HOW POORLY YOU MAY RATE YOURSELF -
YOU CAN DO BETTER AND THE FOLLOWING PAGES CAN SHOW YOU HOW.

HOW TO KEEP IMPROVING:

START WITH YOUR CHECKLIST. MAKE CHANGES IN JUST
ONE OR TWO WAYS AT A TIME SO THAT THE NEW BEHAVIOUR CAN BECOME
A GOOD HABIT. ONCE YOU HAVE ONE AREA DOWN PAT, WORK ON THE
NEXT. WHEN YOU'VE RUN THROUGH ALL THE IDEAS FOR IMPROVEMENT
IN THIS BOOK, ASK YOUR EMPLOYER FOR ANY TRAINING MANUALS THAT
MIGHT BE AVAILABLE. THE LIBRARY HAS MANY BOOKS THAT WILL DEAL
WITH THE TOPIC IN WHICH YOU ARE INTERESTED.

How To Do ItWHAT To Do

YOU MIGHT OFFER AN EXAMPLE OF A TIME YOU WENT INTO A RESTAURANT AND SOMETHING GOOD (OR BAD) HAPPENED. THEN, ASK IF ANYONE THERE HAS HAD SOME SUCH EXPERIENCE. IF THERE ARE NO TALKERS, ASK SOMEONE SPECIFICALLY HOW HE OR SHE FEELS ABOUT TOURISTS OR HOW THEY FEEL AS TRAVELLERS. WHAT KIND OF THINGS BUG THEM. WHAT KIND OF THINGS THEY WOULD CHANGE.

WATCH FOR PEOPLE WHO DON'T CONTRIBUTE AND TRY TO DRAW THEM OUT. BE CAREFUL NOT TO INDULGE IN DISCUSSIONS WITH ONE OR TWO PEOPLE, EXCLUDING THE REST. DO NOT PERMIT THE BRIGHTER OR MORE EXTROVERTED ONES TO DOMINATE OR SIDE TRACK DISCUSSIONS.

How To Do It

DON'T WAIT UNTIL IT'S OBVIOUS THAT YOU'VE WRUNG THE LAST WORD FROM THE GROUP. WHEN IT SEEMS NATURAL, START TELLING ABOUT THE REASON TOURISTS ARE IMPORTANT TO THE NWT. MOVE FROM PLACARD TO PLACARD TO SHOW THEM HOW MUCH TOURISM MEANS TO THEM IN JOBS, PAY, IMPORTANCE IN COMMUNITY BECAUSE OF INVOLVEMENT IN N.W.T.'S SECOND LARGEST INDUSTRY, AND SO ON. (INFORMATION TO BE SUPPLIED BY MINISTRY OF INDUSTRY AND TOURISM.)

HAVE EACH PERSON TAKE THE ASSIGNMENT LISTS OUT OF THEIR KITS. ASK THEM TO WRITE ON THIS LIST PLACES VISITORS TO THE AREA MIGHT NEED TO FIND. USE AN INTRODUCTION LIKE: "I'M A TOURIST HERE. I'D LIKE YOU TO MAKE A LIST OF ALL THE PLACES IN THIS AREA YOU CAN THINK OF THAT I'D LIKE TO SEE OR MAY WANT TO FIND."

HAVE EACH GROUP ELECT A REPORTER. APPOINT ONE IF IT TAKES TOO MUCH TIME. GIVE THEM 15 MINUTES TO DO THE ASSIGNMENT. TELL EACH GROUP WHICH PART OF THE ROOM TO MEET IN.

WHAT To Do

Hour 2

LECTURE - WITH PLACARDS
HAVE TRAINEES TAKE FACTSHEET FROM THEIR KITS AND FILL IN THE BLANKS AS YOU GIVE THEM THE INFORMATION.

- SHOW "THIS IS ONTARIO" A/V.

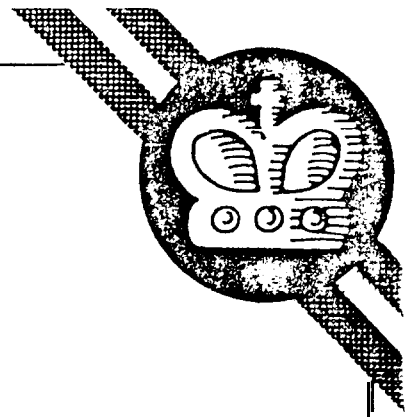
GIVE THEM AN ASSIGNMENT AND DIVIDE THEM INTO GROUPS OF THREE ("EVERY THIRD PERSON"). REFER TO LISTS IN KIT.

IF POSSIBLE, HAVE COFFEE SERVED.

How To Do ItWHAT To Do

Hour 3

WHEN YOU CALL THEM BACK INTO GENERAL SESSION, HAVE EACH REPORTER READ OUT THE GROUP'S LIST. IF YOU THINK THIS WILL BE TOO DIFFICULT FOR ANY OF THEM, CHARGE IN TO THE RESCUE AND READ IT YOURSELF. WHILE THEY ARE READING, WRITE A COMPOSITE LIST THAT ALL CAN SEE. HAVE EACH PERSON ADD TO THEIR OWN LIST AND TAKE IT HOME AS A REMINDER FOR THEMSELVES.



What the Tourist Means to You

Every tourist in your area means \$ _____ to you.

Look:

\$ _____ Tourists Dollars are spent in this area each year.

_____ Jobs are created by Tourists.

\$ _____ Employment Dollars—

\$ _____ Direct workers

\$ _____ Indirect workers

You are a Direct Worker in the Tourism Industry

LEADER'S INFORMATION - WHAT THE TOURIST MEANS TO YOU

HOW MANY DOLLARS SPENT BY TOURISTS IN ONTARIO?
 \$4,314,000,000.00 EACH: \$42.18

HOW MANY TOURISTS?
 102,271,000

WHO GETS THE MONEY?
 ACCOMMODATIONS, FOOD, BEVERAGE, AMUSEMENTS,
 RECREATIONS, PUBLIC TRANSPORT, SERVICE STATIONS,
 RETAIL SALES.

WHO IS A TOURIST?
 ONTARIO TRAVELLERS 69%
 U.S. TRAVELLERS 20%

TOURIST AREAS IN ONTARIO

- 1ST - CENTRAL ONTARIO.
- 2ND - GEORGIAN BAY
- 3RD - NIAGARA
- 4TH - EASTERN ONTARIO
- 5TH - LAKE ST. CLAIR
- 6TH - LAKE ONTARIO
- 7TH - LAKE ERIE
- 8TH - NE ONTARIO
- 9TH - MIDWEST ONTARIO
- 10TH - NW ONTARIO

\$4,314,000,000 BECOMES \$8,105,000,000 TOTAL INCOME
 WHICH INCLUDES \$4,470,000,000 IN SALARIES INCOME.

AND THAT'S YOU!

FACTS YOU WILL NEED FOR YOUR AREA:

DO BREAKDOWN FOR EACH OF 7 AREAS.

YOUR AREA:

WHY DO THEY COME HERE?

WHY DO THEY COME BACK?

EACH AREA:

NUMBER TOURIST DOLLARS

NUMBER JOBS GENERATED

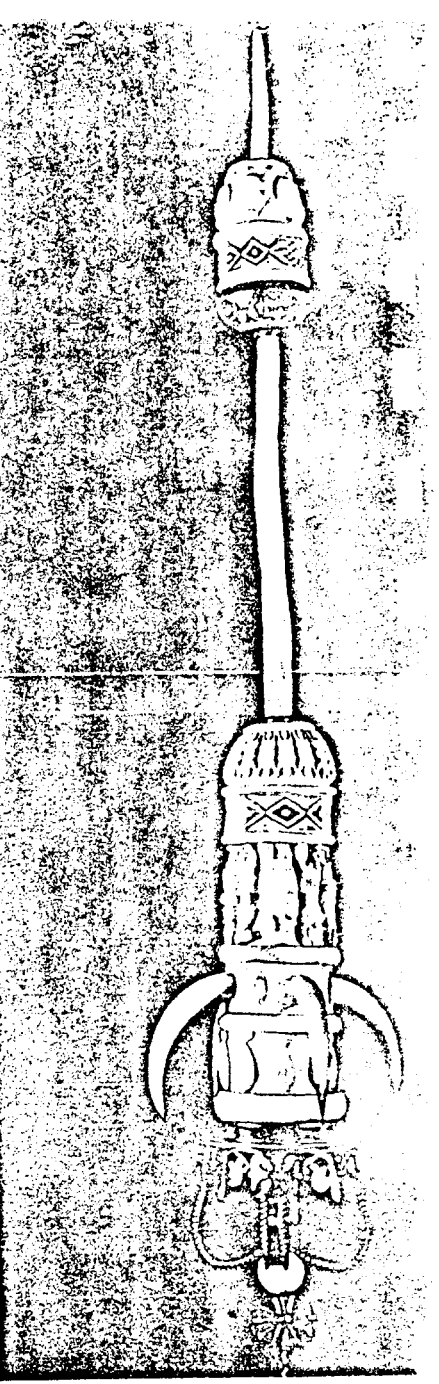
NUMBER EMPLOYMENT DOLLARS

- DIRECT

- INDIRECT

NUMBER DOLLARS PER DIRECT
PERSONTHIS IS YOU!

NOTE: STUDENTS HAVE A PAGE IN THEIR KITS MARKED
"WHAT THE TOURIST MEANS TO YOU". HAVE
THEM FILL IN THE BLANKS WITH THE FIGURES
YOU GIVE.



The Mace

The Right Honourable Vincent Massey, when Governor General of Canada, presented the mace to Territorial Council during its Ottawa session in January, 1956. Similar in design to the traditional emblems in the parliaments of Canada and the Commonwealth, the mace embodies elements representative of the history and life of the North.

The orb which surmounts the crown, is made from whalebone left behind by Scottish whalers over 100 years ago. The crown itself is made from free copper from the shores of the Arctic Ocean. Below the crown is carved a circlet of bowhead whales. Curving out from beneath this circlet are four musk-ox horns from Ellesmere Island. Discs of pure gold from the Yellowknife mines are spaced between them. Midway on the head is a circular carving depicting the people and animals of the Arctic.

A narwhal tusk forms the shaft of the mace and the foot is topped by a carved piece of oak from the wreck of Sir William Perry's H.M.S. Fury. Two bands of porcupine quill work lend colour to the mace. The final section of whalebone is carved in the form of seals.

The work on the 35 pound, 5 1/2 foot mace was done by Inuit craftsmen from Cape Dorset, on the southern tip of Baffin Island, in only 21 days. The original is now used only on the opening day of each winter session of council. A replica, produced in late 1956, is used for the remainder of the winter session and for all other sessions.

NORTHWEST TERRITORIES

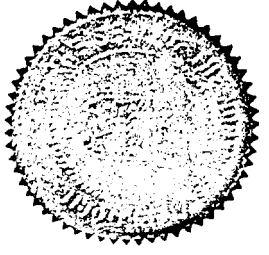
*The
 Honourable
 Vincent
 Massey
 Governor
 General
 of
 Canada*

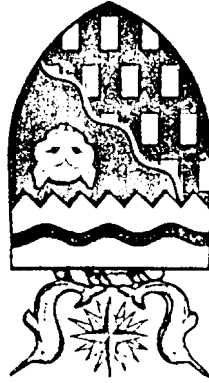
The Seal

OF THE NORTHWEST TERRITORIES

On November 29, 1956, following adoption of the Coat of Arms of the Northwest Territories, approval was granted by the Government of Canada for a seal of the Northwest Territories. This seal consists of the Armorial Bearings of the Territories encircled by the words, "The Seal of the Northwest Territories".

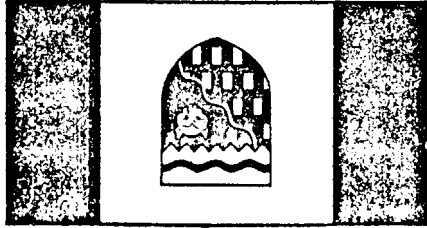
From November 1869 until the approval of the present seal, the Great Seal of the Northwest Territories had consisted of the Royal Arms encircled by the words "The Seal of the Northwest Territories".





Armorial Bearings

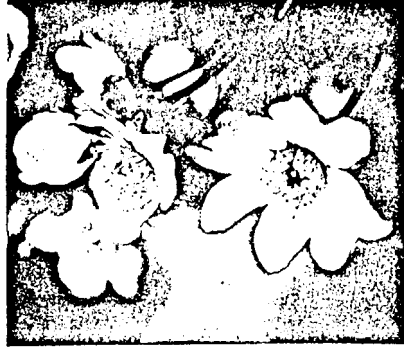
The Armorial Bearings for the Northwest Territories were approved by Her Majesty Queen Elizabeth II on February 17, 1957. The crest consists of two gold narwhals guarding a compass rose, symbolic of the magnetic north pole. The white upper third of the shield represents the polar ice pack and is crossed by a wavy blue line portraying the Northwest Passage. The tree line is reflected by the diagonal line separating the red and green segments of the lower portion of the shield. The green symbolizes the forested areas south of the tree line while the red stands for the barren lands north of it. The important bases of northern wealth, minerals and fur, are represented by gold billets in the green portion and the mask of white fox in the red.



The design was the result of a nation-wide competition in which thousands of entries were submitted to the flag committee of the Territorial Council. The winning design was from Robert Bessant of Margaret, Manitoba.

The Flag

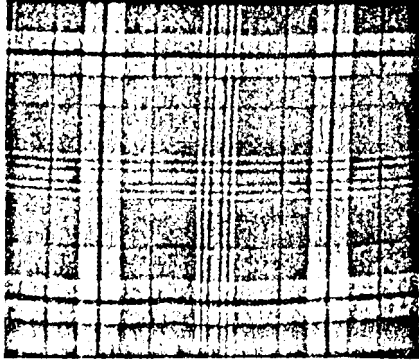
The design of the flag was adopted by the Council of the Northwest Territories as the official flag in January, 1969. It incorporates the Territorial Shield on a white centre section with blue sections on each side. The blue panels at either side of the flag represent the lakes and waters of the Northwest Territories. The white centre panel, equal in width to the two blue panels combined, symbolizes the ice and snow of the North.



Floral Emblem

The Council of the Northwest Territories, when it enacted the Floral Emblem Ordinance in June, 1957, established the Mountain Avenues as the official floral emblem of the Northwest Territories.

The Mountain Avenues, *Dryas integrifolia*, typically has narrow basal leaves and supports a single white and yellow flower on a short stem. This member of the Central family grows abundantly in the Eastern and Central Arctic regions of Canada as well as in parts of the Mackenzie District. It is not found in densely wooded country but it does occur wherever the country is open and well drained, especially on high or rocky ground.



The Tartan

The tartan contains many of the colours of the Northwest Territories. It contains the white of the snows, the green of the forests, the yellow of the bilches in the fall, and the blue of the many lakes, rivers and oceans.

The idea of the tartan was proposed by Mr. John Anderson-Thomson, a long-time resident of the Northwest Territories and of Yellowknife. Upon her suggestion, research was carried out by an original design firm of Hugh MacPherson (Scotland) Limited in Edinburgh.

This firm is the leading designer of tartans in the world and after a certain amount of investigation extending over a period of two or three years, an imaginative and entirely original design was found. The tartan is registered at the Court of the Lord Lyon, King of Arms of Scotland, and anyone, whether he has any Scottish blood or not, is entitled to wear it.

FACT SHEET

KNOW YOUR COUNTRY, PROVINCE, AREA.

SEE SUPPLIED BROCHURE

FACT SHEET

FACTS ABOUT ONTARIO AND CANADAINFORMATION TOURISTS ENJOY HEARINGOUR GOVERNMENT

IT'S A COMBINATION OF BRITISH AND AMERICAN GOVERNMENT SYSTEM. ON THE ONE HAND, LIKE THE AMERICAN SYSTEM, WE ARE A CONFEDERATION OF SEPARATE POLITICAL UNITS WHICH WE CALL PROVINCES. ON THE OTHER HAND, LIKE THE BRITISH SYSTEM, WE HAVE A PRIME MINISTER ELECTED BY HIS PARTY RATHER THAN A PRESIDENT ELECTED DIRECTLY BY THE PEOPLE.

THE FORMAL HEAD OF GOVERNMENT IN CANADA IS QUEEN ELIZABETH II WHO IS REPRESENTED HERE BY HER GOVERNOR-GENERAL. THIS IS A SYMBOLIC POSITION WHICH RECOGNIZES CANADA'S HISTORIC AND CULTURAL TIES TO GREAT BRITAIN BUT DOES NOT HAVE ANY INFLUENCE ON THE RUNNING OF THE COUNTRY.

AS IN THE U.S., RESPONSIBILITIES ARE DIVIDED BETWEEN THE FEDERAL AND PROVINCIAL GOVERNMENTS. BOTH LEVELS HAVE AN ELECTED ASSEMBLY. THE FEDERAL ASSEMBLY IS CALLED THE HOUSE OF COMMONS. IT MEETS IN OTTAWA. A PERSON MUST BE ELECTED TO THE HOUSE OF COMMONS IN ORDER TO SERVE AS A CABINET MINISTER OR PRIME MINISTER. THE PRIME MINISTER CONTINUES IN OFFICE ONLY AS LONG AS HE IS ABLE TO KEEP THE SUPPORT OF THE ELECTED MEMBERS OF THE HOUSE OF COMMONS. IF MOST MEMBERS DISAGREE WITH HIS POLICIES, THEY CAN THROW HIM OUT. IN THE U.S., THE PRESIDENT MUST BE IMPEACHED IF THIS SITUATION ARISES. THE PROVINCIAL ELECTED ASSEMBLY MEETS AT THE PARLIAMENT BUILDINGS IN TORONTO.

FACT SHEET

GENERALLY, THE FEDERAL GOVERNMENT IS RESPONSIBLE FOR THE MANAGEMENT OF THE ECONOMY, DEFENSE, FOREIGN AFFAIRS, FOREIGN TRADE, BANKING AND CURRENCY.

THE PROVINCES ARE GENERALLY RESPONSIBLE FOR HEALTH AND EDUCATION, MOST SOCIAL ASSISTANCE PROGRAMS AND HIGHWAYS.

CANADA

3.8 MILLION SQUARE MILES IN AREA
 THE SECOND LARGEST COUNTRY IN THE WORLD
 1976 ESTIMATED POPULATION: 23,315,600
 30% FRENCH SPEAKING

THOUSANDS OF AMERICAN COLONISTS MOVED INTO CANADA AT THE TIME OF THE AMERICAN REVOLUTION.

75% OF CANADIANS LIVE IN CITIES WITHIN 100 MILES OF THE U.S. BORDER. THE NORTH IS COLD IN WINTER, HOT IN SUMMER AND RUGGEDLY BEAUTIFUL AT ALL TIMES. ACCOMMODATION RANGES FROM LUXURY HOTELS AND RESORTS TO REMOTE FISHING AND HUNTING CAMPS.

WE CELEBRATE OUR COUNTRY'S BIRTHDAY ON DOMINION DAY, JULY 1ST.

MUCH OF CANADA IS ON DAYLIGHT SAVING TIME WHICH STARTS THE LAST SUNDAY IN APRIL AND ENDS THE LAST SUNDAY IN OCTOBER.

N.M.T.

412,582 SQUARE MILES IN AREA.
 FOUR TIMES AS LARGE AS THE BRITISH ISLES
 TWICE AS BIG AS TEXAS

FACT SHEET

ONTARIO'S NORTHERN BOUNDARY FOLLOWS THE COAST OF JAMES BAY AND HUDSON BAY. THE SOUTHERN BOUNDARY FOLLOWS THE ST. LAWRENCE RIVER AND THE GREAT LAKES - LAKE ONTARIO, LAKE ERIE, LAKE HURON AND GEORGIAN BAY, AND LAKE SUPERIOR. MANITOULIN ISLAND IN GEORGIAN BAY IS THE LARGEST FRESH WATER ISLAND IN THE WORLD. ONTARIO HAS THOUSANDS OF FRESH WATER LAKES.

NORTHERN ONTARIO IS PART OF THE GREAT CANADIAN SHIELD, AN AREA OF ANCIENT ROCK RICH IN MINERALS, WITH MANY LAKES, ROUNDED HILLS AND VAST FORESTS.

SOUTHERN ONTARIO IS IN THE GEOLOGICAL REGION OF CANADA CALLED THE "ST. LAWRENCE LOWLANDS". THIS IS A FERTILE, LOW-LYING REGION WITH A GENTLE CLIMATE GOOD FOR GROWING FRUIT, VEGETABLES, AND TOBACCO AND FOR RAISING LIVESTOCK.

ONTARIO HAS 165,000 MILES OF PRODUCTIVE FOREST AND PRODUCES 31% OF CANADA'S FARM GOODS. AUTOMOBILES ARE PRODUCED HERE. MINERALS ARE: NICKEL, SALT, SILVER, URANIUM, COBALT, CADMIUM, CALCIUM, COBALT AND MAGNESIUM.

THE ST. LAWRENCE RIVER AND THE GREAT LAKES SYSTEM, ONE OF THE WORLD'S GREAT WATERWAYS, CARRY DEEP-SEA SHIPPING 2,280 MILES FROM THE ATLANTIC PROVINCES INTO THE HEART OF THE COUNTRY. ONTARIO PRODUCES 41% OF CANADA'S EXPORTS.

PEOPLE TRAVEL IN ONTARIO TO ENJOY OUR BEACHES, SCENERY, FOUR NATIONAL PARKS, 128 PROVINCIAL PARKS AND 314 CONSERVATION AREAS. THE PROVINCE IS DOTTED WITH THOUSANDS OF RESORTS AND CAMPGROUNDS WHICH OFFER FISHING, CAMPING, HIKING AND ALL OUT-DOOR RECREATION.

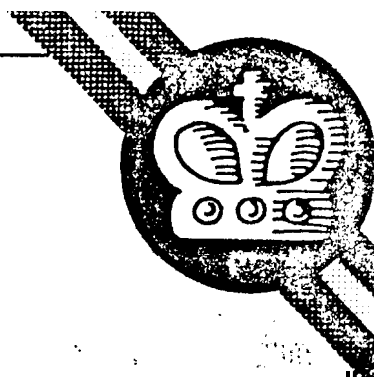
FACT SHEETS

THEY VISIT OUR CITIES FOR THE THEATRES (STRATFORD IS THE MOST FAMOUS BUT THERE ARE MANY LIVE THEATRE GROUPS AND FESTIVALS), GALLERIES, NIGHT CLUBS, SHOPPING, FINE RESTAURANTS, MUSEUMS AND HISTORIC LANDMARKS.

THE BRUCE TRAIL TAKES HIKERS 430 MILES (680 KM) FROM NIAGARA FALLS TO THE TIP OF THE BRUCE PENINSULA -- AND RARELY COMES WITHIN SIGHT OF CIVILIZATION. ALONG IT ARE CAMPSITES AND CHALET-STYLE HOTELS.

WE HAVE 15 UNIVERSITIES, 22 COMMUNITY COLLEGES, A POLYTECHNICAL INSTITUTE, A MILITARY COLLEGE AND AN ART COLLEGE.

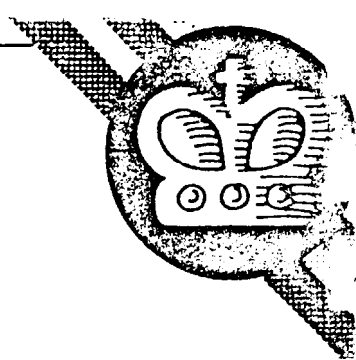
IN SPITE OF FINE HIGHWAYS AND SAFETY LAWS, WE HAVE ABOUT 200,000 CAR ACCIDENTS A YEAR. SO PLEASE DRIVE SAFELY WHILE YOU'RE HERE -- AND ENJOY YOUR STAY WITH US.



TOURIST ATTRACTIONS

After you fill in this factsheet, keep it with you as a handy "on the job" reminder.

Checklist for List Building Exercise



Accommodation:

- Hotels
- Motels
- Resorts
- Guest Houses

Visitor Information:

- Ministry of Industry and Tourism
- Chamber of Commerce
- Information Kiosks

Public Transportation

Taxicabs

Transport to Airport:

- Buses
- Limousines

Airport

Train Station

Bus Depot,

Local Buses

Historic sites

Beautiful Sights

Sightseeing Tours

Restaurants:

- Expensive
- Medium
- Fast Food
- Where to get a meal late at night or early in the morning
- Ethnic

For Drivers:

- Ontario Motor League (CAA/AAA)
- Gas Station
- Mechanic

Emergency Services:

- Canadian Medic Alert
- Dental Emergency
- Hospital and Medical Insurance

Banks

Foreign Currency Exchange

Recreation:

- G o l f —Skiing
- Sailing —Swimming
- Skating

Stores

Churches

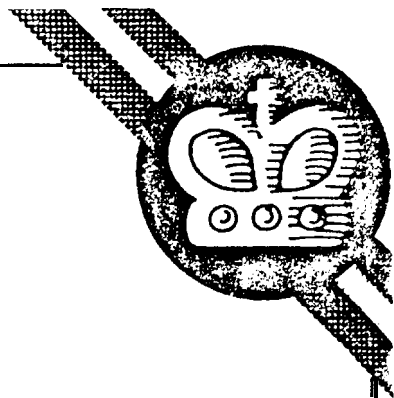
Consulates

Beer and Liquor Stores

Post Offices

Parks

Special events happening locally at different times of the year.



MOTEL/ ACCOMMODATIONS

After you fill in this factsheet, keep it with you as a handy "on the job" reminder.

ADDING TO YOUR KNOWLEDGEACCOMMODATIONS PERSONNEL
(HOTELS, MOTELS, RESORTS)

TRAVELLERS EXPECT:

CLEAN ACCOMMODATIONS.

FRIENDLY HOSPITABLE STAFF

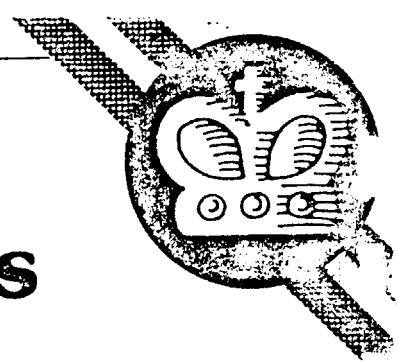
RESERVATIONS HONOURED.

GOOD VALUE FOR MONEY.

(SO WHAT IF THEY ARE FUSSY -
THE CUSTOMER IS KING!)IF THE FIRST THREE POINTS AREN'T GOOD,
THEY MAY THINK THE COST IS TOO HIGH.POINTS ON PRIORITIES

1. BE AWARE OF THE GUEST'S OBVIOUS NEEDS.
IT IS DANGEROUS TO MAKE ASSUMPTIONS ABOUT
PEOPLE ON SIGHT, SUCH AS THAT THE MAN AND
WOMAN WHO HAVE STEPPED UP TO REGISTER ARE
MARRIED. THEY COULD BE BUSINESS PEOPLE
TRAVELLING TOGETHER.

Giving Directions



If you or the person have a map:

Mark where you are now

Mark where they are going

Show simplest route on map

If there is no map available:

Turn person in the right direction and point (This gets them oriented properly).

‘ Say “LEFT” and “RIGHT” not “EAST” or “WEST”..

Give simplest route. Your shortcut can be confusing.

Be brief. Do not give extra detail.

Give landmarks to look for, a hotel on the corner, a service station, and so on.

Give an idea of how far to go before turning. (Go along Pleasant Street for five minutes, for about two blocks, for about a mile, and so on).

How To Do It

SOME DISCUSSION WILL PROBABLY ARISE ABOUT THE AREA. LET THIS GO ON, TRYING TO KEEP IT POSITIVE AND DRAWING EVERYONE OUT.

IF YOU FINISH THE GENERAL DISCUSSION EARLY, BEGIN THE GROOMING LECTURE. THIS TAKES ABOUT 15-30 MINUTES.

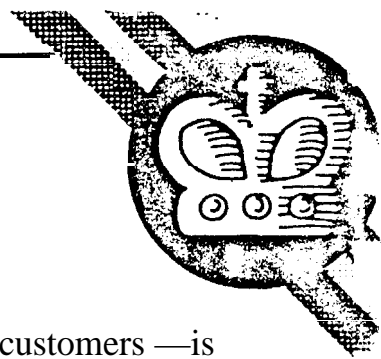
WHEN THE DISCUSSION GOES UNTIL LUNCH TIME, YOU MAY FIND IT USEFUL TO ASK THEM TO THINK UP ALL THE POINTS THEY WOULD MAKE ABOUT GOOD GROOMING AND WHY IT IS IMPORTANT, AS YOU ARE GOING TO DISCUSS IT AFTER LUNCH.

WHAT To Do

HAND OUT AND REVIEW "GIVING DIRECTIONS" FACT SHEET.

USE A LOCAL EXAMPLE IN THE AREA AS A DEMONSTRATION.

Good Grooming:



Our personal appearance—the way we present ourselves to our customers—is as much a statement of our attitude to the customer as anything we say or do.

The following points will be of particular interest to new employees and persons responsible for training new staff—

Uniforms

Must be clean, crisp, fresh, well-fitted and with a full complement of buttons.

Non Uniform Clothing

Should be appropriate for the job you are doing and like uniforms, must be clean, crisp, fresh and well fitted.

Stockings/Socks

Appropriate colour. For women, nylons should be wrinkle-free, fitting and no runs. For men, they should be a suitable colour to match pants.

Shoes

Good conditions, clean and comfortable—appropriate for the style of clothing and job being done.

Jewellery

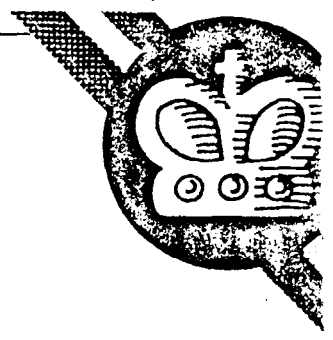
The amount and style of jewellery will depend upon style of clothing and the work performed. Pendent earrings worn by a hostess in a long gown would be inappropriate for a waitress. Any persons handling food should wear a minimum of jewellery (watch and wedding ring is sufficient).

Name Badges

A name badge is an emblem of friendliness. When worn it eliminates anonymity. The customer sees you as a person (George, Joan), rather than a job (waiter, cashier)

Above all else wear a smile

Personal Care:



- Daily bathing, frequent brushing of teeth and the use of an anti-perspirant/deodorant is essential for all of us.
- Hands are always on show and should be as clean and as well manicured as the job will allow. Food handlers must pay special attention to their hands for hygienic and appearance reasons. Women should not wear dark nail polish, any polish must not be chipped and peeling.
- Hair must be shampooed frequently and worn in a style appropriate to our work. Men and women handling or in close proximity to food must keep their hair under control at all times to eliminate the possibility of hair getting into food. As well, men should be clean shaven, or keep their beards neatly trimmed, especially when in close proximity to food. And women who wear make up should do so moderately so that it will not be messy under warm conditions.
- After shave or perfume is no substitute for a deodorant. People handling food should avoid using strong scent.
- Posture —stand erect and balance weight evenly on both feet. Poor posture causes fatigue and looks sloppy.
- Feet —people who spend long hours on their feet generally find it helpful to soak them in warm water when tired. The use of a foot powder generally adds to foot comfort and helps to eliminate unpleasant odors.

How To Do It

AFTER INTRODUCING THE SUBJECT - ASK THE CLASS TO TAKE OUT THEIR PERSONAL GROOMING CHARTS

COMPLETELY COVER ALL QUESTIONS BY NOTING DOWN ANY NEW POINTS THEY MIGHT BRING UP

WHAT TO DO

INTRODUCE THE SUBJECT BY STATING: "DURING YOUR CAREER IN THIS INDUSTRY, YOU WILL BE REQUIRED TO HELP NEW PEOPLE COMING INTO THE HOTEL/RESTAURANT/RETAIL BUSINESS AND ONE OF THE THINGS YOU WILL HAVE TO COVER WILL BE PERSONAL GROOMING."


NOW TELL THEM TO TAKE OUT THEIR FACT SHEETS ON PERSONAL GROOMING AND THEN ASK IF THEY AGREE THAT THESE ARE ALL THE POINTS THAT SHOULD BE COVERED, OR CAN THEY SUGGEST ANY OTHERS RELEVANT TO THEIR INDUSTRY.

ASK EVERYONE TO ADD THESE NEW POINTS (IF ANY) TO THEIR FACT SHEETS.



The Telephone

12 Errors Most People Make

 <p data-bbox="235 685 568 739">They leave you hanging!</p>		

How To Do It

DISCUSS SOME OF THE "TELEPHONE PROBLEMS" THAT YOU HAVE LISTED WITH THE CLASS.

COMPARE YOUR LIST TO THE CLASSES LISTS, AND DISCUSS ANY NEW PROBLEMS THAT ANYONE HAS COME UP WITH.

WHAT To Do

ASK THE CLASS TO TAKE OUT THEIR "TELEPHONE" FACT SHEETS.

ASK THE CLASS TO LIST THEIR VERSIONS OF TELEPHONE PROBLEMS ON THE FACT SHEET.

FACT SHEET

HAVE STUDENTS FILL IN THEIR BLUE TELEPHONE FACT SHEETS WITH
WHAT THEY THINK THE 12 ERRORS ARE

THEY LEAVE YOU
 HANGING

MUMBLE OR BREATHE
 INTO PHONE.

SOME LET IT RING AND
 RING - THEN YELL AT
 YOU FOR DISTURBING
 THEM! (HELLO!)

TAKE THE MESSAGE BUT
 DON'T WRITE IT DOWN.

NEVER ADMIT WHO THEY
 ARE - EVEN AFTER THE
 CALLER HAS GIVEN THEIR
 NAME.

GET FAMILIAR -
 CALL TOTAL STRANGERS
 'DEAR!'

TELL YOU TO WAIT AND
 NEVER CHECK AGAIN.

WRITE OR MAKE CHANGE
 WHILE TALKING ON THE
 PHONE - BOTH PARTIES
 ARE SHORT CHANGED!

PLAY COY -
 "GUESS WHO THIS
 IS..."

LEAVE CUSTOMERS WAIT-
 ING WHILE THEY GIVE
 LONG EXPLANATIONS ON
 THE PHONE.

EAT, DRINK OR CHEW
 WHILE LISTENING OR
 WORSE - TALKING!

STAY ON LINE TOO
 LONG ON LONG DIS-
 TANCE CALLS. (\$3
 A MINUTE!)

How To Do It

AFTER THE FILM, HAVE THEM MOVE INTO NATURAL WORKING PARTIES OF 2 TO 8 PEOPLE. A GOOD NUMBER FOR EACH PARTY WOULD BE FOUR. IN A CLASS OF 35, YOU MAY HAVE 7 PARTIES OF 5 PEOPLE EACH. YOU MAY WISH TO SUGGEST THAT THEY GET TOGETHER WITH OTHERS IN THEIR LINE OF WORK, PERHAPS AS FOLLOWS:

FRONT DESK

ALL HOTEL/MOTEL/ACCOMMODATION PEOPLE MEETING DIRECTLY WITH THE PUBLIC. CASHIERS CAN BE PUT HERE IF NEED BE. PARK #ATTENDANTS IF INVOLVED IN KEEPING ORDER.

FOOD SERVICE AND BEVERAGES

ALL RESTAURANT PERSONNEL WORKING DIRECTLY IN CUSTOMER SERVICE IN THE EATING PLACE. NOT, FOR INSTANCE, KITCHEN STAFF.

WHAT TO DO

- SHOW "HOTEL ROYAL" FILM. REFER TO MANUAL - SPECIFIC SKILLS AND COURTESY SKILLS "CONFLICT AND PROBLEMS"

How To Do It

What To Do

CUSTOMER SERVICE

CASHIERS, PEOPLE INVOLVED IN RENTING
EQUIPMENT, RECEPTION, SPORTS ATTENDANTS
LIKE USHERS, GROCERY STORE CLERKS IN
TOURIST AREAS, MOVIE AND THEATRE
PERSONNEL, PEOPLE SELLING SOUVENIRS,
CAMPING AND SPORTS EQUIPMENT, PARK
ATTENDANTS WHO SELL TICKETS, DRIVERS,
BUS, LIMOUSINE, TAXI.

How To Do ItWHAT TO DOHOUSEKEEPING/KITCHEN STAFF

HAVE EACH PARTY APPOINT SOMEONE TO TAKE NOTES AND REPORT THE POINTS BROUGHT OUT IN DISCUSSION. TELL THEM THAT THESE NOTES WILL BECOME THE GROUP'S REPORT TO THE GENERAL SESSION.

TIME: APPROX, 30-45 MINS.

INSTRUCT REPORTERS TO WRITE DOWN WISECRACKS IF THE PARTY DOES NOT TAKE THE MATERIAL SERIOUSLY. BE SURE TO CALM ANY FEARS. TELL THEM THEY ARE FREE TO USE THE MATERIAL IN THEIR KITS FOR MORE INFORMATION DURING DISCUSSION.

ASK EACH PARTY TO DISCUSS OR FUTHER ELABORATE ON THE METHODS THEY SAW USED IN THE FILM - LISTING ERRORS AND ALTERNATE METHODS, GOING BEYOND WHAT WAS SAID IN THE FILM.

How To Do ItWHAT To Do

AFTER ABOUT 5 MINUTES, GO TO THE PARTY THAT SEEMS TO BE HAVING THE MOST TROUBLE AND HELP THEM GET ROLLING. YOU MAY HAVE TO INVITE SHY PEOPLE TO SPEAK, HINT A MONOPOLIZER INTO SILENCE, OR GET THE DISCUSSION BACK ON TOPIC. LET THEM EXPRESS HOW THEY FEEL ABOUT THE POINTS DISCUSSED. MOVE TO EACH PARTY CHECKING PROGRESS. BACK AT THE FIRST GROUP, ASK THEM IF THEY HAVE FOUND NEW WAYS TO WORK. YOU SHOULD SPEND ABOUT 5-MINUTES WITH EACH PARTY, SO THAT THEY SPEND ABOUT 15 MINUTES ON THIS QUESTION.

ASK IF REPORTERS HAVE TAKEN CAREFUL NOTES. "GOOD, KEEP THEM BECAUSE NOW WE'LL WORK WITH THEM!"

HAVE REPORTERS GIVE REPORT. FINISH DISCUSSION OF FILM.

COFFEE - 15 MINUTES

How To Do It

PASS OUT THE ROLEPLAYING CARDS. (THERE ARE 2 ROLEPLAYING CARDS FOR EACH SITUATION.)

STILL IN THE WORKING PARTIES, 2 PEOPLE TAKE A ROLE. THEY EITHER READ THE SCRIPT OR MAKE IT UP THEIR OWN WAY (IMPROVISE) AND PERFORM IT FOR THE REST OF THEIR PARTY. AFTER EACH ROLEPLAYING, THE REPORTER MUST ASK FOR DISCUSSION OF THE PROBLEM AND WRITE DOWN THE SOLUTIONS THE WORKING PARTY WORKS OUT.

KEEP MOVING FROM PARTY TO PARTY, HELPING THEM TO MOVE THROUGH THE PROCESS OF ROLEPLAY AND DISCUSSION.

WHEN ALL ROLEPLAYS HAVE BEEN DONE, HAVE THE REPORTER READ OUT THE NOTES TO THE WORKING PARTY SO THEY CAN ADD OR CHANGE ANYTHING. THIS WILL BE THEIR REPORT TO THE GENERAL SESSION.

WHAT To Do

ROLEPLAYING - 30 MINUTES

ALTERNATIVE - ROLE PLAYS CAN BE ACTED OUT IN FRONT OF GROUP.
(THEN REPORTERS COMMENT)

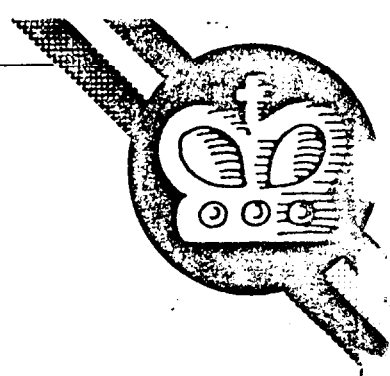
How To Do ItWHAT To Do

ASK THE GROUP TO MOVE BACK INTO THE GENERAL SESSION. EACH REPORTER EITHER READS THEIR REPORT OR HANDS IT TO YOU FOR READING ALOUD. Do NOT MISS DOING THIS. IT CONSTITUTES THE DECISION OF THE PARTY TO FOLLOW THE POINTS THEY HAVE MADE.

30 MINUTES

YOUR ONLY COMMENT SHOULD BE:
"THANK YOU ALL FOR THE EFFORTS YOU'VE MADE. I'M SURE WE'VE ALL LEARNED A GREAT DEAL FROM THIS EXPERIENCE".

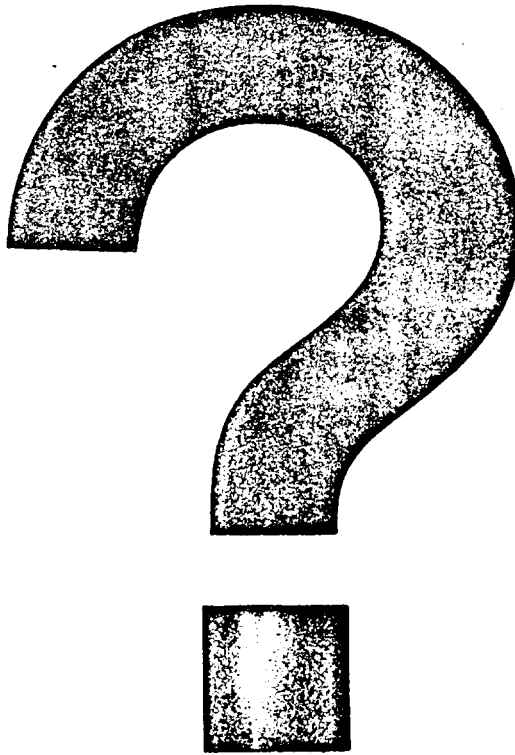
YOU MAY FIND THAT PEOPLE WANT YOU TO TELL THEM WHAT THE "RIGHT" ANSWERS ARE. A GOOD RESPONSE WOULD BE, "THESE ARE ALL GOOD ANSWERS. I THINK IT'S IMPORTANT TO REMEMBER THAT WE WANT TO MAKE VISITORS FEEL WELCOME - AND YOU'VE ALL TRIED TO DO THAT."

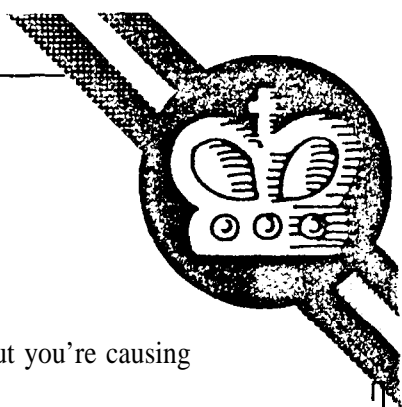


What About The Person Who Always complains?

(There are some people who are like this. All you can do is be pleasant, smile, and let the person complain and leave).

Treat them cheerfully and give them a little extra service-but realize that there just are some people like this in the world and there's no reason you should let this upset you.





Drunks

1. Be friendly, insistent.
 2. **Never** tell them they're drunk. Don't say: "I am sorry, Sir, but you're causing quite a scene here."
 3. Ignore the negative aspects of their behaviour.
 4. Deal with the immediate problem—getting them out. Do Say: "Can I help you get a cab?" "Are you with some people."
- Remember: Most people have swift mood changes when drunk and will respond to your mood. Be friendly and they'll want to be nice back.

Facing An Angry Customer

1. Stay calm.
2. Listen quietly.
3. Don't say or act like they are wrong.
4. Say you are sorry-even if you are only sorry they are upset.
5. Try to help.
6. Get your supervisor if you can't help: tell them the problem, introduce them to customer and leave.

Dealing With Over Familiar Customers

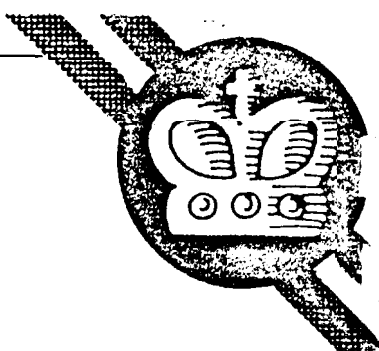
1. Don't be drawn into too much conversation.
2. Don't answer personal questions.
3. Smile and say nothing—but stay away when you don't actually **have** to be serving the customer.

Facing a Troublemaker

1. DO nothing that might antagonize them.
2. Stay calm.
3. Speak quietly and politely.
4. If they get abusive, report to your supervisor,

Fear

1. Respond quickly to needs.
2. Let customer know what to expect.
3. People are often fearful when they must depend on you and are afraid you will not be helpful, for instance, if they must return a defective purchase or ask you to go out of your way.



Sickness, Accident or Injury to Customers

1. Don't comment on what might have caused it.
2. Try to help.
3. Call superior.
4. Get medical help if needed.
5. Never try to move a sick or injured person.
6. Make notes for insurance purposes.

Early

1. Explain when service begins.

Late

1. Treat courteously.

Hurried

1. Suggest fast items.
2. Tell approximate time it will take.
3. Give best service you can.

Noisy

1. Be direct. Do Say: "I'm sorry but a number of people have mentioned to me that you're making a-lot of noise-and they're trying-to sleep. Could I suggest that you have this conversation in your room or in the bar?" Stick to your objective: You want to get them to another place where it is alright to be noisy— not to tell them off or fight with them.

Blind

- 1 Offer assistance aloud. Say, "Would you like to take my arm? Touch your arm to theirs so they will know where it is. Don't try to throw the seeing-eye dog out. These dogs are allowed everywhere and are usually well-trained. Speak to the person directly, not " through" someone else. Don't pass them things to read, tell them the information. Tell them where things are when you set them in front of the person. (The key is near your right hand, the salt is in the middle of the table)

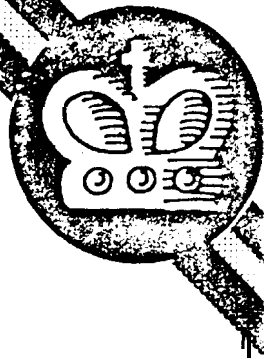
Handicapped

1. Offer whatever help seems needed.

Animals, pets

1. Know company policy on whether they are allowed. Understand reasons so you can explain. Offer alternatives so the pet can be safe and comfortable while the guest is with you.
- 2.If property does not take pets, have a list of overnight kennels.

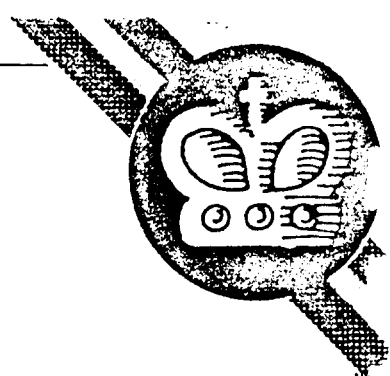
Complaint Handling



1. Never argue with a customer.
2. Don't try to defend mistakes or blame others.
3. When something is wrong —admit it —right away.
Correct it cheerfully.
4. If a situation gets out of hand (when the screaming starts)
 - a) Turn it over to your boss or supervisor at once. (Call the Manager). -b) If boss not immediately available, explain if you don't have authority to make the change . required, tell them you will write down the problem and - advise the person in charge as soon as possible. .
5. Golden Rule for Handling a Complaint:

Don't Take It Personally

6. You already know how you feel. Check on how the guest feels. If you give your very best to every customer, you will find very few who will not treat you well.



7. Never argue. No matter what the case may be. Don't try to defend yourself or the company —get busy solving the problem. If something is wrong, admit it and correct it.

8. Things to say:

I'm glad you told me that.

Thank you for bringing it to my attention.

I'm sorry.

You have had a difficult time, let me try to help.

When you sympathize with them, the customers will often start defending you.

9. Don't hold a grudge. If a customer returns after having complained (or shouted), treat them in the same courteous way. Here as in friendships, a fight often creates a closer, more comfortable-feeling relationship and this person could become a long time customer.

HOW TO DO IT

HAVE THE GROUP TAKE THE PERSONAL PLAN SHEETS FROM THEIR KITS. GO OVER SHEET WITH THEM, STRESSING THE REWARDS OF REACHING GOALS (SELF-CONFIDENCE, RESPECT OF OTHERS, JOB SECURITY). TELL THEM THAT YOU ARE GOING TO ASK THEM TO SET SOME PERSONAL GOALS, AND THAT FIRST, YOU ARE GOING TO HELP THEM DECIDE WHAT GOALS TO SET. ASK THEM TO USE THE "KNOW YOURSELF" SELF QUIZ ON PAGE 20, TO IDENTIFY AREAS THEY MAY WANT TO WORK ON. GIVE THEM FIVE MINUTES TO RATE THEMSELVES AND TELL THEM TO KEEP THIS CONFIDENTIAL - NO ONE ELSE IS TO SEE IT. AFTER TEN MINUTES ASK THEM TO BEGIN FILLING OUT THE PERSONAL PLAN SHEET. STRESS THAT THIS IS CONFIDENTIAL. EXPLAIN TO THE CLASS THAT THESE SHEETS WILL BE SENT TO THEM, AND ASK THEM TO FOLD IT IN THREE AND PRINT THEIR NAME ON THE OUTSIDE AND HAND IT IN TO THE INSTRUCTOR.

WHAT TO DO

Hour 4

PERSONAL PLAN

STAPLE PERSONAL PLAN SHEETS TO THE STUDENT'S REGISTRATION CARD FOR RETURN TO HEAD OFFICE.

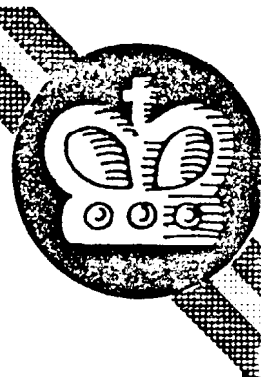
How to Do It

ASK THE CLASS TO TAKE OUT THEIR COURSE EVALUATIONS.

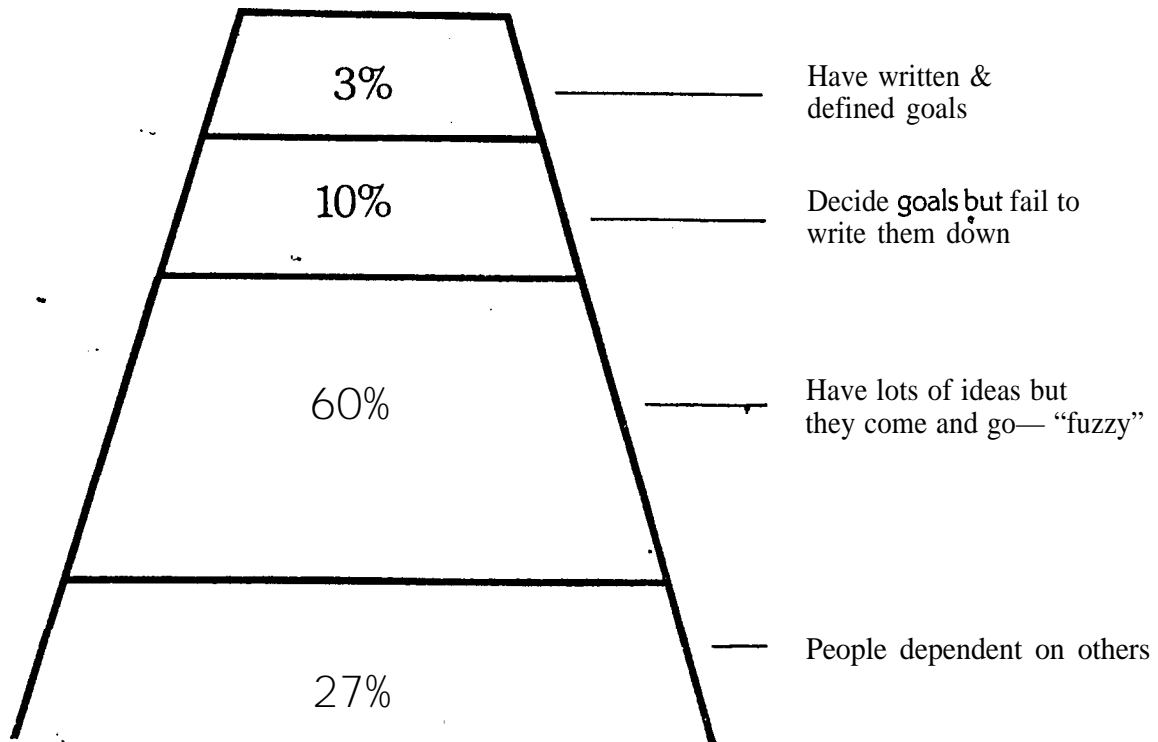
THIS EVALUATION IS A VALUABLE CHECK ON THE COURSE AND ENABLES US TO FIND OUT WHAT SUBJECTS THEY FOUND MOST USEFUL, AND WHAT ASPECTS OF THE COURSE THEY LIKED/DISLIKED. ALLOW 15 - 20 MINUTES.

WHAT TO Do

EXPLAIN THAT THE PURPOSE OF THE EVALUATION IS FOR THEM TO GRADE US, SO THAT WE CAN CONSTANTLY UPGRADE AND IMPROVE THE PROGRAM.



Why So Few People. Succeed

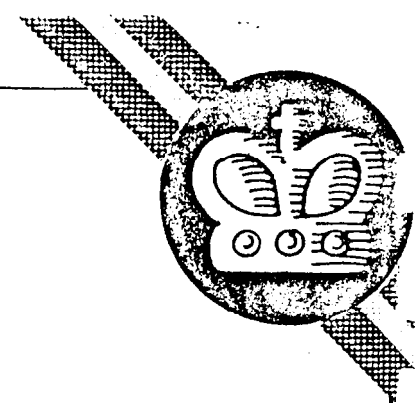


About 19 out of 20 people go to work each day don't know why—have no purpose.

Most people have difficulty putting anything down—or they want so many things, they can not decide what they really want.

NOTE THE DIFFERENCE

- Top 3% Commit goals to writing
- Next 10% Never get around to written outline
- Next 60% Have mixture of desires and dreams (reverie)
- Last 27% Dependent on others



Personal Goal Setting Exercise

1. Write down your **goals**.
2. Avoid negative **goals**. Think about successes, not failures.
3. Rate your **goals** as time goes by: Decide what to work on first.
4. **Picture** your goals as if they were already accomplished.
5. Be **realistic**. The goals you consider personal are going to be achieved by your efforts. Don't count on someone else to make them happen.
6. Act on your goals. The greatest plans will never be accomplished if you are not self-motivated and work to bring about that which you seek.
7. Review your goals periodically, every day if possible. Keep a clear picture of them in your mind.
8. Keep your goals private. Your personal aims and objectives are yours and yours alone. Share them only if you feel perfectly comfortable to do so.

PERSONAL PLAN SHEET ,

For Your Eyes Only



Fill this sheet in with your private goals. Keep it to check on your progress every couple of weeks. Tell no one else your plan! It is important for your success that these goals be **strictly** your own business.

This week I will:

Changes to work area:

Changes in my methods:

Changes in my dealings with customers:

Changes in my dealings with fellow employees:

Date to be checked: _____

By next month:

I will have accomplished:

I will have broken this habit:

I will have made this new habit:

Date to be checked: _____

By the end of 6 months:

Long range goals:

Date to be checked: _____

METHODS - HOW TO USELESSON PLAN - AFTERNOON

PASS OUT HOSPITALITY REVIEW.
TELL THEM THEY HAVE 20 MINUTES &
CAN FINISH AFTER THE OTHERS
LEAVE IF THEY NEED TO TAKE
TIME TO THINK ABOUT QUESTIONS.
THEY CAN REFER TO THEIR NOTES,
ANY MATERIAL IN THE KITS, OR
DISCUSS THINGS THEY DON'T UNDER-
STAND WITH YOU. SAY YOU'LL BE
AT THE BACK OF THE ROOM IN
CASE THEY NEED TO TALK ABOUT
QUESTIONS.

REVIEW - 20 MINUTES

COLLECT THE REVIEWS. DESCRIBE
THE FOLLOW-UP PROCEDURE.

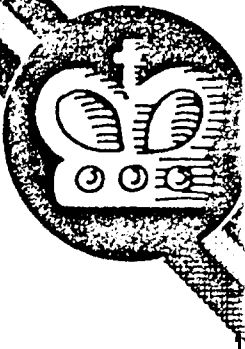
FAREWELL

ASK THEM TO BE SURE TO
REMEMBER THEIR PERSONAL PLAN
AND CHECK THEIR OWN PROGRESS
FROM WEEK TO WEEK.

THE RESULTS OF THE REVIEW WILL
BE MAILED TO THEM PERSONALLY
AT THE ADDRESS THEY HAVE GIVEN
ON THE CARD THEY FILLED IN THIS
MORNING. IT SHOULD ARRIVE IN
ABOUT 3 WEEKS.

THEIR CERTIFICATE AND PIN WILL
BE SENT TO THEIR EMPLOYER FOR
PRESENTATION AT WORK.

HOSPITALITY REVIEW



Check One or More.

1. Hospitality means treating customers like

- I friends
- I relatives
- I you like them
- I dirt

2. The secret of success with people is:

- I doing everything right
- I liking people
- I acting like a nice person

3. Two things to remember when giving directions are:

- I speak quickly so they'll know it's easy
- be brief
- I nobody can ever follow directions anyway
- say "left" and "right" not "east" and "west"

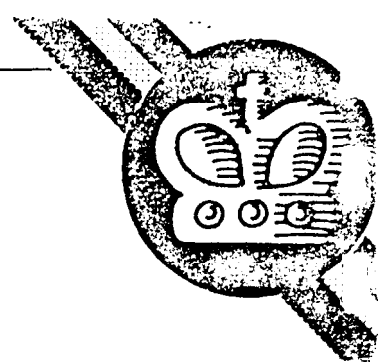
4. Dirty fingernails are acceptable if you work as: "

- I cashier
- mechanic
- I cook
- I waitress/waiter
- I driver
- I maid

5. Tick the right word to fill in the blank

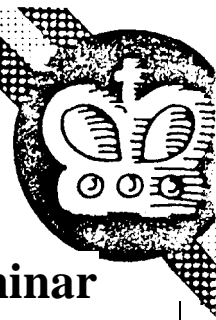
Tourism is Ontario's _____ industry.

- second largest
- least important
- most difficult



6. Which does a traveller have a right to expect?
- lots of towels
 - I cleanliness
 - I good service
7. Which phrase would be a good answer when a visitor asks a question and you don't know.
- I don't know
 - I that's not my job
 - you can probably find that out at _____
8. What's the first thing you should do when approaching a customer?
- I size them up for tips
 - I smile
 - I say "What do you want?"
9. Which 2 phrases will help calm an angry customer?
- I'm sorry this has happened
 - I let me try to help
 - I well, what do you expect?
10. When a customer complains, it is important to:
- let them know it's not your fault
 - I tell the boss
 - stay calm
11. It is important to make visitors feel:
- I welcome
 - friendly
 - I hopeful
12. The best thing to do if you are forced to keep someone waiting is:
- ignore them
 - say you'll be with them in a minute
 - act flustered

Course Evaluation



Please let us know your thoughts on the hospitality seminar by answering the questions and returning them to us.

1. **Do you** think that you will **make** changes in your work **after the** seminar?

Yes No Comments: _____

2. Do you feel differently about **your work and the people you help?**

Yes No Comments: _____

3. a) **Which subjects were most interesting to you?** “ _____

b) **Are there other subjects you think should be covered?**

4. Would you **encourage** others to **take this course?**

Yes No Comments _____

5. Would you **like** to take a more advanced **course?**

Yes No Comments: _____

6. **Other comments:** _____

Return to:

Rob Butler
Course Coordinator

Tourism Operations Branch
Hearst Block, Queen's Park
Toronto M7A 2E5

METHODS - HOW TO USELESSON PLAN - AFTERNOON

WISH EVERYONE SUCCESS AND SAY
GOOD-BYE.

HAND OUT WE TREAT YOU ROYALLY[®]
BUTTONS.

FOR FURTHER COUNSELLING
MENTION LOCATION OF LOCAL
MINISTRY OF INDUSTRY AND
TOURISM.

OPTIONAL.

POINTS ON PRIORITIES

1. AN OLDER PERSON WHO HAS DIFFICULTY WALKING CAN BE ASKED IF THEY WOULD PREFER A ROOM ON THE MAIN FLOOR, GIVE THE FAMILY WITH CHILDREN A ROOM AWAY FROM THE PARTY, AND SUGGEST A QUIET, COMFORTABLE ROOM FOR THE BUSINESSMAN WHO WANTS TO **WORK**.
2. **BY** MENTALLY SIZING UP THESE NEEDS YOU CAN OFFER HELP INSTEAD OF BEING ASKED FOR **IT**. **YOU** MIGHT DO THE SAME FOR ANY GUEST, BUT THIS ONE WILL THINK YOU KIND AND **HELPFUL**. **IT** ALSO GIVES **YOU** A CHANCE TO **SELL UP**.
3. WHEN HANDING THE KEY OVER. TELL THE GUEST ABOUT THE 'EXTRAS' THE **POOL, SAUNA, WHERE THE RESTAURANTS ARE, GYM, CLOSING TIMES, AND SO ON**. THIS IS A GOOD TIME TO MENTION ANY FESTIVALS OR 'PLACES TO SEE' WHICH MAY TEMPT THE GUEST TO **STAY OVER**.
4. THE GUEST IS THE REASON YOUR JOB EXISTS, **SERVE THE GUEST FIRST** IN PERSON OR ON THE **PHONE**. **THEN** ANSWER QUESTIONS OR TALK TO THE BOSS/FELLOW EMPLOYEES!

NEVER IGNORE A **GUEST** TO DO SOMETHING ELSE - (I.E. PAPERWORK),
5. **CONFIRM**, BE SURE TO **EXPLAIN ANY HOTEL POLICIES** IN A CLEAR AND FRIENDLY MANNER .

SPECIAL PROBLEMS1. EMERGENCIES, KEEP AT **DESK:**

DOCTOR AND FIRE STATION
PHONE **NUMBERS**, ADDRESS OF
EMERGENCY HOSPITAL,

2. THEFT, BY GUEST:

BE CAREFUL, ASK QUIETLY AND
IN PRIVATE REGARDING SUSPECTED
THEFT, (**I.E.**, IF MAID HAS
REPORTED TOWELS MISSING, **TV**,
LAMPS, **ETC.**).

Do NOTASK GUEST TO OPEN
LUGGAGE, THIS SHOULD **BE**
DONE ONLY IN THE **MANAGER'S**
OFFICE WITH THE DOOR CLOSED,
AND ONLY WHEN YOU ARE CERTAIN
THAT THE GUEST IS STEALING,

PREVENTION: GET LICENSE •
NUMBER OF **CAR**, **HOME** ADDRESS,
SEE IDENTIFICATION,

BY EMPLOYEES:

PREVENTION: CHECK REFERENCES,
KEEP ROOM KEYS UNDER STRICT
CONTROL, HAVE GUESTS LEAVE
VALUABLES IN SAFE DEPOSIT,

BY OTHERS:

YOU MAYBE THE ONLY PERSON.
WHO IS STATIONED WHERE YOU
CAN SEE PEOPLE COMING AND
GOING, KEEP AN EYE ON WHAT'S
HAPPENING, NOTICE ESPECIALLY
PEOPLE WHO DON'T DROP KEYS AT
THE FRONT **DESK**.

SPECIAL PROBLEMS

CHECK ANY STRANGERS MOVING INTO THE GUEST AREA, "MAY I HELP YOU? MAY I CHECK IF HE OR SHE IS IN FOR YOU?"

ALL EMPLOYEES SHOULD REPORT STRANGERS IN GUEST AREAS, Do NOT GIVE ROOM NUMBERS OVER THE PHONE.

MAIDS SHOULD NEVER OPEN DOORS FOR ANYONE,

RESERVATION SUGGESTIONS

(BY PHONE, WIRE LETTER, TRAVEL AGENT OR ANY OTHER METHOD),

1. WRITE CONFIRMING, (IF TIME PERMITS)

THE HOSPITABLE WAY IS A PLEASANT LETTER, NOT A CURT CARD, FORM LETTERS LIKE THE ONE BELOW CAN BE PRINTED AND FILLED IN AS NEEDED:

" DEAR _____ :

THANK YOU FOR THINKING OF THE **NEWTON** HOTEL IN PLANNING
YOUR TRIP IN PORTSBURG, **WE** WILL BE VERY HAPPY TO HAVE YOU AS
A GUEST AND UNDERSTAND THE DETAILS OF YOUR STAY TO BE AS FOLLOWS:

DATE OF ARRIVAL _____ TIME: _____
LEAVING BY _____
ARRIVING BY _____
TYPE OF ROOM: _____ RATE: _____
COMPANY NAME OR GROUP: _____
BILLING ADDRESS: _____
SPECIAL REQUEST: _____
DEPOSIT **RECEIVED:** _____

(ANY INFORMATION REGARDING DEPOSITS, ARRIVAL TIMES,
HOTEL POLICIES AND FACILITIES YOU MAY WISH TO
INCLUDE),

WE LOOK FORWARD TO YOUR VISIT,

S INCERELY , .
(HOTEL NAME)

SIGNATURE
(TYPED NAME OF
PERSON SIGNING)

RESERVATION SUGGESTIONS

2. FILL OUT REGISTRATION CARD WHEN WRITING LETTER, THIS IS **MORE** EFFICIENT AS YOU HAVE ALL THE INFORMATION HANDY, REMEMBER TO NOTE ANY SPECIAL INSTRUCTIONS (FLOWERS IN ROOM) AND THE STATUS OF THE RESERVATION (GUARANTEED RESERVATION, **6 P M** HOLD. DEPOSIT, ADVANCE. TRAVEL AGENT GETS COMMISSION, **VIP**, CANCELLATION, **ETC.**).

WHEN THE GUEST ARRIVES, ALL THEY DO IS SIGN, THEY ENJOY THE **VIP** TREATMENT AND YOU'VE STREAMLINED YOUR JOB BECAUSE **CARDS** CAN BE FILLED OUT DURING SLOW TIMES, PREVENTING LINE UPS AT THE DESK,

FOOD/BEVERAGE SERVICE PERSONNEL

You HAVE A VERY IMPORTANT JOB, **You** ARE THE CUSTOMER'S ONLY CONTACT WITH THE COMPANY, **You** ARE A PUBLIC RELATIONS PERSON, FRIEND AND COUNSELOR, **Your** JOB HAS MANY OPPORTUNITIES FOR YOU, AND SOME VERY IMPORTANT RESPONSIBILITIES,

OPPORTUNITY

MEET AND MAKE FRIENDS WITH MANY DIFFERENT PEOPLE - OFTEN FROM INTERESTING PLACES,

DEVELOP YOUR PERSONALITY,

KNOW HOW TO DEAL WITH PEOPLE (THIS **WILL TOUCH** ALL THE REST OF YOUR LIFE),

KNOW HOW TO PREPARE FOOD AND SERVE IT **APPETIZINGLY**, (THIS CAN MAKE YOU A FINE HOSTESS OR HOST IN YOUR OWN HOME **AND** LEAD TO OTHER **CAREERS** IN THE FOOD INDUSTRY),

You CAN WORK ANYWHERE IN THE WORLD,

RESPONSIBILITY

TO PROTECT THE CUSTOMER FROM DANGEROUS BACTERIA AND UNPLEASANT EXPERIENCES BY **SEEING** THAT THE FOOD IS SERVED AT THE RIGHT TEMPERATURE AND IN A PROPER WAY, AS MANY PEOPLE HAVE DIED AFTER EATING FOOD WHICH HAD BEEN ALLOWED TO SPOIL (SUCH AS CERTAIN KINDS OF FISH SALAD), **IT IS FAIR** TO SAY THAT THE CUSTOMER'S HEALTH AND WELL-BEING IS IN YOUR HANDS,

TO AVOID WASTE,

TO MAKE THE MOST OF YOUR **TIME** ON THE JOB,

TO BE A FRIENDLY, HELPFUL REPRESENTATIVE OF THE COMPANY,

FOOD/BEVERAGE SERVICE PERSONNELRESPONSIBILITY

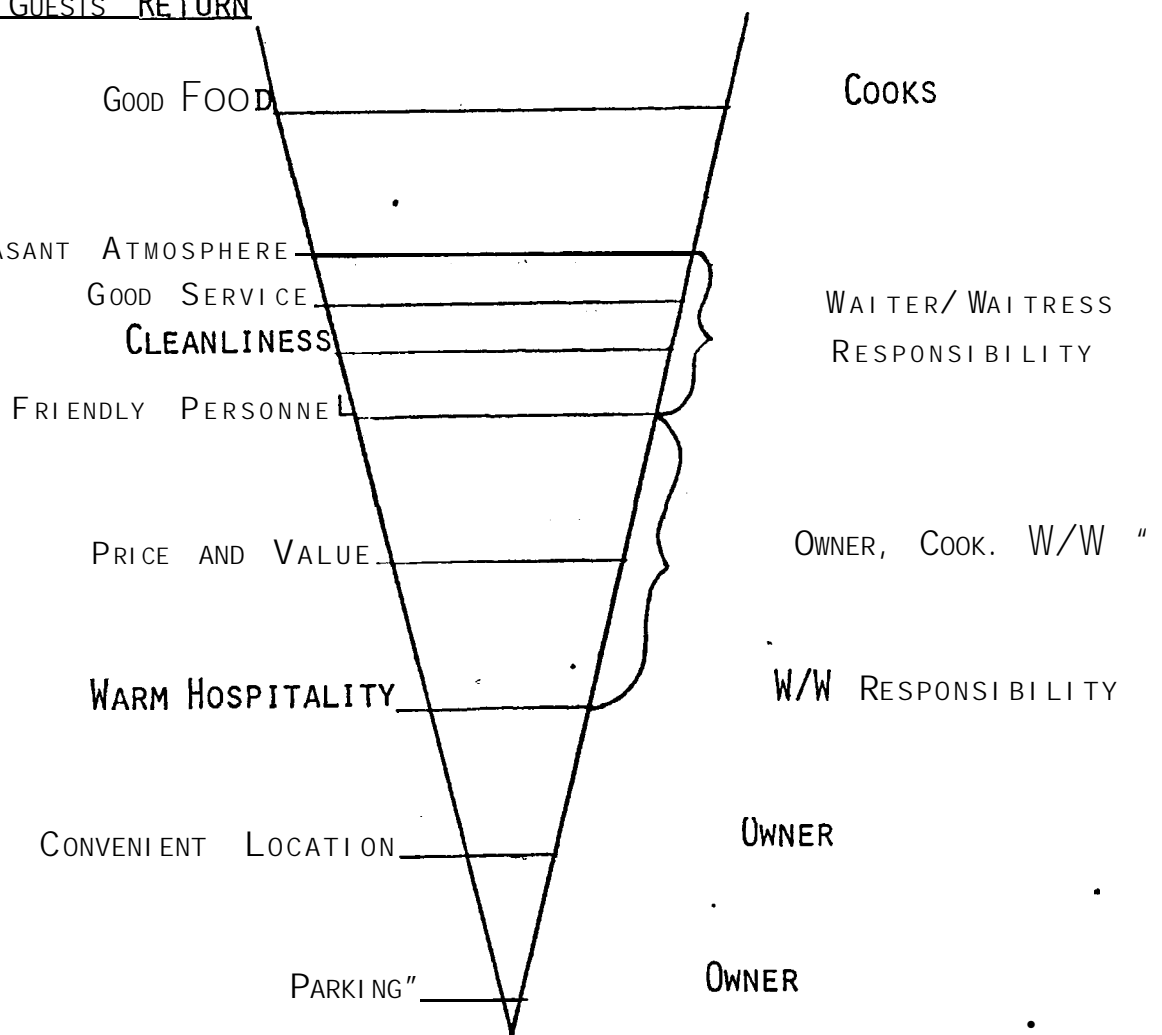
TO BE WELL-GROOMED SO THAT
YOU DO NOT SPOIL THE
CUSTOMER'S ENJOYMENT OF THE
FOOD AND SERVICE,

SERVICE TO THE GUEST IS THE
MOST IMPORTANT PART OF THE
JOB, " "

ANYTHING ELSE IS PREPARATION
TO SERVE THE GUEST AND SHOULD
NEVER INTERFERE,

MAIN POINTS OF A GOOD FOOD SERVICE PERSON

EFFICIENCY	PLANS WORK, HELPS CO-WORKERS,
COURTESY	To THE CUSTOMER - BE PLEASANT NEVER PLAY FAVORITES (LOSES TIPS AND CUSTOMERS) To CO-WORKERS AVOID COMPLAINING AVOID GOSSIP (CAUSES TROUBLE) MAKING THEIR JOB EASIER WILL EASE YOURS STAY CALM DURING RUSH HOURS DON' T DISCUSS TIPS To THE Boss DON' T MAKE THEM TELL YOU ABOUT GROOMING CALL IF YOU CAN' T GET IN TO WORK DO YOUR JOB CAREFULLY TAKE DIRECTION QUIETLY
CARE	IN HANDLING DISHES, CUTS DOWN BREAKAGE THUS PREVENTS NOISE IN TAKING ORDERS AND SERVING PREVENTS WASTE FOR OTHERS MAKES YOU A GOOD PERSON TO HAVE AROUND
GROOMING	AVOID SPREADING GERMS RAISES CUSTOMER SATISFACTION MAKES YOU PLEASANT TO BE AROUND

WHY GUESTS RETURN

AND - **You** CAN EVEN MAKE A POOR MEAL TASTE BETTER - EVERYTHING TASTES BETTER IN A FRIENDLY, CLEAN ATMOSPHERE,

HOST/HOYESS

CHECK YOUR ATTITUDE

ILLUSTRATION: FRAN'S SIGN: HOSTESS ON DUTY
PLEASE WAIT TO BE SEATED

1. TAKE A LOOK AROUND YOUR DINING ROOM OR RESTAURANT DURING THE SLOW HOURS. HAVE YOU CLOSED THE NICEST SECTION? THIS IS USUALLY THE ONE NEAREST THE WINDOWS OR FURTHEST FROM THE KITCHEN, IT IS OFTEN CLOSED DURING SLOW HOURS BECAUSE THE SERVING STAFF HAVE TO WALK FURTHER. IF YOUR ATTITUDE IS THAT THE CUSTOMER IS KING, YOU WILL ALWAYS TRY TO HAVE THE BEST WAITING FOR THEM,
2. WHEN CUSTOMERS ASK TO SIT IN A NO SMOKING AREA AND YOU DON'T HAVE ONE, DO YOU TRY TO SIT THEM AWAY FROM ANY SMOKERS PRESENTLY IN THE ROOM? A QUICK GLANCE AROUND IS ALL IT TAKES.
3. IF PART OF YOUR DINING AREA IS CROWDED, DO YOU TAKE A MINUTE TO ASK CUSTOMERS IF THEY PREFER TO SIT IN A QUIETER SECTION? SOME PEOPLE FEEL HAPPIER IN A CROWD, WHILE SOME PREFER TO HAVE QUIET TO TALK.
4. Do You STAY NEAR YOUR STATION UNLESS SEATING GUESTS? WHEN YOUR SIGN IS UP ASKING THEM TO WAIT UNTIL YOU SEAT THEM, YOU SHOULD BE IN VIEW. CUSTOMERS SHOULD NOT HAVE TO STAND AROUND LOOKING AT EMPTY TABLES AND WONDERING WHERE THE HOST OR HOSTESS IS,

HOST/HOYESS
CHECK YOUR ATTITUDE

- 5, ' WHEN SEATING CUSTOMERS, DO YOU PERMIT OTHER STAFF TO REPORT OR DISCUSS PROBLEMS WITH YOU? THIS MAY BE NECESSARY, BUT ONCE YOU HAVE GREETED THE CUSTOMER YOU SHOULD FINISH SEATING THEM BEFORE ENTERING INTO ANY CONVERSATION, HOWEVER IMPORTANT OR BRIGHT,
- 6, WHEN GUESTS WISH TO CHANGE THE TABLE YOU HAVE INDICATED, CAN YOU ACCEPT THIS WITH GOOD GRACE?

THE FOOD SERVICE DOLLAR

40	FOOD
30	WAGES
<u>20</u>	OVERHEAD (BUILDING, TAXES, WASTE, LIGHT, HEAT, EQUIPMENT, ETC.)
<u>10</u>	PROFIT
1,00	

HOW TO BE A PROFESSIONAL

THERE ARE CERTAIN THINGS YOU CAN DO WHICH ARE ABOVE AND BEYOND THE CALL OF DUTY:

- 1. BE CHEERFUL,
- 2. STAY ALERT,
- 3. KEEP CLOTHES NEAT,
- 4. WASH HANDS OFTEN,
- 5. SUGGEST EXTRAS,
- 6. LIKE YOURSELF
- 7. LIKE YOUR CO-WORKERS,
- 8. LIKE YOUR CUSTOMERS,

THERE IS SOMETHING TO LIKE ABOUT ANYONE, FIND IT,

ARTICLE REPRINT
BY PERMISSION OF AUTHOR,

HOW TO BE A LOSER

(A GUIDE FOR THE PERSON WHO WANTS TO LOSE)

1. DECIDE WHICH CUSTOMERS WILL TIP BEST AND GIVE THEM ALL YOUR ATTENTION,
- 2, DECIDE YOUR CLOTHES WILL "DO ONE MORE DAY" ,
(THEY NEVER WILL),
3. LET YOUR NAILS GROW,
- 4, FORGET TO CLEAN THEM,
- 5, COUGH WHILE **HANDLING ,FOOD** - DON'T BOTHER WASHING YOUR HANDS AFTER YOU **COUGH.**
- 6, TALK TO CUSTOMERS WHEN THEIR MOUTHS ARE **FULL. As k**
A QUICK QUESTION JUST AS THEY ARE TAKING A BITE
AND WAIT EXPECTANTLY FOR AN ANSWER,
- 7, STOP-FOR A CHAT AT THE TOASTER,
- 8, FORGET TO BRING THE BILL,
- 9, **BE** TOO BUSY TO BRING THE SECOND CUP OF COFFEE.
CATSUP, OR BILL,
- 10, **GET** TOUGH WITH ANYONE WHO GETS IN YOUR WAY -
ESPECIALLY THE KITCHEN **STAFF.**

THE CONSUMER SERVICE PERSONTHE CUSTOMER PAYS

LOOK AROUND **YOU**. **MAYBE** YOU WORK IN A HOTEL OR DRIVE A CAR OR SERVE GAS OR PERFORM ANY ONE OF THE THOUSANDS OF SERVICES NEEDED EVERY DAY, WHATEVER YOU DO, HOWEVER BIG AND IMPORTANT THE PLACE YOU WORK MAY BE - THE CUSTOMER YOU SERVE IS PAYING FOR IT **ALL**. THAT'S RIGHT, EVERY DOLLAR SPENT TO BUILD THE BUILDING OR STORE THE STOCK OR BUY THE CAR IS PAID BY THE AMOUNT CHARGED . THE CUSTOMER FOR THE SERVICE YOU GIVE,

So IF THEY'RE NOT HAPPY, THEY'RE NOT COMING BACK!

KEY POINTS

QUIETNESS AS YOU WORK, AVOID LOUD TALK IN CUSTOMER AREAS , RATTLES, CRASHES, NOISY EQUIPMENT,

KEEP ALERT,

WATCH FOR DETAILS,

SAVE STEPS AND TROUBLE - HAVE A **SYSTEM**.

RESPECT OTHERS AND THEIR PROPERTY,

GOOD HOUSEKEEPING

THIS IS AN IMPORTANT POINT EVERYWHERE - NOT JUST IN FOOD SERVICE OR HOTELS, MECHANIC SHOULD KEEP HIS GARAGE CLEAN, WAITRESS SHOULD KEEP HER STATION CLEAN, **ETC.** A CLEAN WORK AREA IS MORE **CHEERFUL**, FEELS BETTER TO THE CUSTOMER, GIVES THEM THE FEELING THEY CAN TRUST THEIR CAR, CLOTHES OR PERSONAL SAFETY TO YOU BECAUSE YOU HAVE SHOWN YOU CARE,

YOUR PERSONAL GROOMING MAKES THE SAME IMPRESSION,

WOULD YOU WANT TO BE WAITED **ON** BY
SOMEONE LIKE YOURSELF?

HANDLING MONEYCREDIT CARDS

- 1, MAKE SURE YOU USE THE PROPER MACHINE (**AM, Exp. MC**)
2. CHECK THAT NAME, ADDRESS AND NUMBER ARE CLEAR ON CARD ,
- 3, WRITE NAME AND ACCOUNT **NUMBER** ON BILL ,
- 4, CHECK **EXPIRY** DATE OF CARD, SIGNATURE,
- 5, **KNOW** YOUR ESTABLISHMENT'S FLOOR LIMIT AND ABIDE BY IT,
6. CHECK THE CANCELLATION **LIST.**
- 7, **As** A COURTESY STAPLE YOUR COPY OF CREDIT FORM TO GUEST'S BILL,

CASH

1. EXAMINE ALL BILLS FOR FAKES,
2. MENTION ANY MARKS TO THE CUSTOMER,

METHOD FOR GIVING CHANGE

- A. LEAVE BILL ON TOP OF CASH DRAWER,
- B. **COUNT** OUT CHANGE,
- C. COUNT IT AGAIN OUT LOUD AS YOU GIVE IT
TO THE CUSTOMER,
- D. LET PERSON CHECK CHANGE,
- E. PUT BILL INTO DRAWER,

CHEQUES: (ACCEPTANCE DEPENDS ON **HOUSE** POLICY),

1. FOR ACCOMMODATIONS FIND OUT HOW GUEST WILL PAY WHEN REGISTERING, CHECK CREDIT IDENTIFICATION DURING QUIET TIME,
2. WHENEVER ACCEPTING A **CHEQUE**, TACTFULLY GET TWO PIECES. "

FACT SHEET

START BY SAYING: "IT'S REALLY VERY SIMPLE",

TURN PERSON IN THE RIGHT **DIRECTION** AND **POINT**.
(THIS GETS THEM ORIENTED PROPERLY)

SAY "LEFT" AND "RIGHT" NOT "EAST" OR "WEST",

GIVE SIMPLEST **ROUTE**. **YOUR** SHORTCUT CAN BE CONFUSING,
BE BRIEF. DO NOT GIVE EXTRA DETAIL)

GIVE LANDMARKS TO LOOK FOR, A HOTEL ON THE CORNER. A
SERVICE STATION, AND SO ON, "

GIVE **AN** IDEA OF HOW FAR TO GO BEFORE TURNING,
(**Go** ALONG PLEASANT STREET. FOR FIVE MINUTES, FOR
ABOUT TWO BLOCKS, FOR ABOUT A MILE, AND SO ON),

GIVING DIRECTIONS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

FACT SHEET

RULES FOR REMEMBERING NAMESSTOPTHINKING ABOUT ANYTHING ELSE FOR A
MOMENT AND CONCENTRATE ON THE PERSON
YOU ARE MEETING.LOOK

AT THE PERSON'S FACE.

LISTEN

TO THE PERSON'S NAME.

THEN ,,,

PAY CLOSE ATTENTION

AND GET THE NAME CLEARLY,

REPEAT THE NAME ALOUDOBSERVE THE FACEASSOCIATE THE NAMETO BACKGROUND FACTS
RESEMBLANCE TO ANOTHER PERSON
SUGGESTION OF A MENTAL PICTURE
SAME NAME AS SOMEONE ELSE
PERHAPS THE NAME LENDS ITSELF TO RHYME
PERHAPS THE NAME SUGGESTS A SLOGAN,
QUOTATION OR ALLUSION,REPEAT THE NAME

AGAIN IF YOU CAN.

WRITE THE NAME DOWN.

AT THE FIRST OPPORTUNITY,

INPUT REACTION TO EMOTIONS AND PROBLEMS

THERE ARE NO PAT ANSWERS FOR COPING WITH EMOTIONALLY LADEN SITUATIONS, A SUCCESSFUL OUTCOME DEPENDS ON USING THE APPROPRIATE WORDS, MANNERISMS, TONE OF VOICE AND MOVEMENTS SO THAT BOTH YOU AND THE CUSTOMER FEEL BETTER AT THE END OF THE "INTERCHANGE,

THE PERSON WHO DENIES EMOTIONS AND ALWAYS REMAINS SUBMISSIVE TO THE CUSTOMER'S MOODS AND WHIMS WILL PROBABLY END UP WITH ULCERS, MIGRAINE HEADACHES OR NO FRIENDS (BECAUSE THEY GET THE EMOTIONS AFTERWARDS), THE PERSON WHO EXPRESSES WHATEVER HE/SHE FEELS WILL PROBABLY END UP WITHOUT THE JOB, THEREFORE, A SUCCESSFUL PERSON NEEDS TO EMPLOY A MIDDLE COURSE OF ACTION,

THE MIDDLE COURSE **PEOPLE** ADMIT THAT THEIR EMOTIONS ARE PRESENT, THEY DO NOT DENY THEIR EMOTIONS OR PRETEND THEY JUST DON'T EXIST, **THEY** USE THEIR EMOTIONS IN A CREATIVE WAY AND END UP-FREQUENTLY MAKING BETTER INTERPERSONAL CONTACT WITH THE CUSTOMER, **SUCH** STATEMENTS AS:

"I FEEL EMBARRASSED, SIR, **I** CAN UNDERSTAND **WHY** YOU ARE SO UPSET, .."

"I TOTALLY FORGOT ABOUT YOUR CHANGE, SIR, I APPRECIATE YOUR PATIENCE,"

HELP USE EMOTIONAL FEELINGS IN A CREATIVE WAY, THESE STATEMENTS LET THE CUSTOMER KNOW HOW YOU REACT BUT ALSO THAT YOU UNDERSTAND HIS REACTIONS, PEOPLE WHO KNOW HOW TO EXPRESS THEIR EMOTIONS WELL DO NOT GET CARRIED AWAY WITH THEMSELVES BUT ARE ALWAYS AWARE OF HOW THE OTHER PERSON IS REACTING AND THEN RESPOND APPROPRIATELY, THESE PEOPLE REACT IN A HEALTHY MANNER BY ADMITTING TO THEMSELVES WHAT THEY ARE FEELING, HOW MUCH OF THAT THEY REVEAL TO THE CUSTOMER DEPENDS ON WHAT THE

EMOTION IS; WHAT THE CUSTOMER IS FEELING AT THE TIME; AND WHAT WILL BEST MAKE BOTH PARTIES MORE SATISFIED, THE RESPONSE WILL CHANGE TO ANY GIVEN SITUATION AS THE PEOPLE CHANGE, THERE IS NO RIGHT ANSWER,

TRY AN EXPERIMENT, SPEND ONE DAY TRYING TO BECOME MORE AWARE OF **YOUR FEELINGS**. SECONDLY, TRY TO ACT ON THEM ALL DAY LONG, WHEN YOU FEEL **HUNGRY, EAT. WHEN** YOU FEEL THIRST, GET A DRINK, WHEN YOU FEEL LONELY, CALL SOMEONE, WHEN YOU FEEL LIKE LISTENING TO MUSIC, LISTEN, **ETC. TRY DOING THE SAME** IN YOUR DEALINGS WITH PEOPLE, WHEN YOU HAVE STOPPED LISTENING TO THEM, TELL THEM SO, **WHEN** YOU FEEL IGNORED, STATE **IT. WHEN** YOU FEEL BORED, SAY SO AND CHANGE THE CONVERSATION, SEE WHAT YOU DISCOVER ABOUT THE EXCITEMENT AND RHYTHM IN YOUR EMOTIONS,

ADAPTED FROM THE AIR CANADA TRAINING **MANUAL.**

SELF QUIZ:

HOW DO YOU COMMUNICATE

CONVERSATION:

MOST OF
THE TIME

SOMETIMES

RARELY

1. EXPRESS MY GOOD AND BAD FEELINGS
WHEN WORKING AND TALKING WITH
OTHERS ,

2, USE QUESTIONS IN TALKING WITH
OTHERS ,

3. SPEAK CLEARLY RATHER THAN
RAMBLING ON AND ON,

4. SPEAK CHEERFULLY BUT QUIETLY,

KINDNESS:

5. ABLE TO THANK OTHERS WITHOUT
FALLING ALL OVER THEM. ~

6. ABLE TO SAY I LIKE OTHERS AND
THEIR WORK WHEN THEY DO WELL,

WORKING TOGETHER:

7, TRY TO KEEP CONFLICT FROM
COMING INTO THE OPEN,

8. CONVEY TO OTHERS THE DIFFERENCE
WHEN I'M TELLING THEM SOMETHING
THAT IS "NICE TO KNOW" AND
SOMETHING THEY "MUST KNOW",

PERSONAL PLAN SHEET

WORKING TOGETHER:

MOST OF THE TIME SOMETIMES RARELY

9. FIND IT RELATIVELY EASY TO
MAKE DEMANDS OF OTHERS

CRITICISM:

10. ABLE TO HAND IT OUT.

SCORE:

" MOSTLY "MOST OF THE TIME"

I THINK I'M PRETTY GOOD - ONLY SOMETIMES I WONDER...

MOSTLY "SOMETIMES" .

PROBABLY REASONABLY WELL BALANCED, THIS HAS
POINTED OUT AREAS YOU COULD THINK ABOUT,

MOSTLY " RARELY"

YOU'RE OK, **You** CAN LOOK AT THE QUESTIONS YOU
KNOW GIVE YOU TROUBLE AND WORK ON **THEM**. ONE THING
THAT WILL HELP YOU IS SUCCESS IN WORKING **WITH**
OTHERS ,

" **No** MATTER WHAT YOU SCORE - YOU CAN DO BETTER, AND
WHEN YOU DO - LIFE WILL GET BETTER **TOO**.

SCORE SHEET

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

EXTEND YOUR GENERAL EDUCATION, **IN** MANY SITUATIONS, A GOOD GENERAL EDUCATION WILL PLACE YOU HEAD AND SHOULDERS ABOVE YOUR FELLOWS,

TAKE AN INTEREST IN YOUR WORK

FIND OUT WHY YOU DO WHAT YOU **DO**. **KNOW** SOMETHING OF THE HISTORY OF YOUR JOB, YOUR TRADE OR PROFESSION, YOUR FIRM, VISUALIZE ITS FUTURE DEVELOPMENT;

SEE YOUR PARTICULAR WORK IN RELATION TO THE ULTIMATE OBJECTIVE OR FINISHED PRODUCT, THINK HOW **YOUR WORK** IS CONTRIBUTING **TO** THE WELFARE OF OTHERS,

ASK QUESTIONS **CONCERNING YOUR JOB**. YOU MAY HIT UPON SOME IDEA FOR IMPROVEMENT AND PROGRESS, **QUESTIONS** REVEAL NOT SO MUCH IGNORANCE AS AN **ENQUIRING MIND**.

MOST IMPORTANT, **SERIOUSLY** CONSIDER STUDYING FOR FURTHER QUALIFICATIONS, **IN** THIS DAY OF FIERCE COMPETITION, THERE IS LITTLE CHANCE OF ADVANCEMENT WITHOUT THEM,

BE WILLING

EMPLOYERS LIKE FOLK WHO ARE WILLING TO UNDERTAKE NEW **WORK**, NEW RESPONSIBILITIES, OR WHO ARE WILLING TO DO SOMETHING EXTRA TO THEIR **DUTIES**. **WILLING** PEOPLE MAKE THE LOT OF THE BUSINESS EXECUTIVE SO MUCH EASIER, THEY ENSURE THE SUCCESS OF ANY ENTERPRISE, THEY ENHANCE THEIR OWN **VALUE**.

BE CHEERFUL

CHEERFULNESS IS **ALLIED TO** WILLINGNESS, AND IS EQUALLY VALUED BY EMPLOYERS,

PROMOTION WILL GO TO THE CHEERFUL RATHER THAN TO THE MOANING EMPLOYEE, CHEERFULNESS MAKES YOU LIKEABLE, **IT** PUTS PEOPLE ON YOUR SIDE AND PAVES THE WAY FOR ADVANCEMENT,

WATCH HUMAN RELATIONSHIPS

TRY TO KEEP ON GOOD TERMS WITH EVERYONE AT YOUR PLACE OF EMPLOYMENT, YOU WILL THEN BE DOING YOUR SHARE TO KEEP THE ORGANIZATION RUNNING SMOOTHLY AND HAPPILY,

THIS WILL WORK **IN YOUR** FAVOUR ALSO, IF YOU ARE KNOWN TO GET ON WELL WITH PEOPLE, IT WILL BE A POINT TO YOUR ADVANTAGE WHEN PROMOTIONS ARE BEING Considered **You** ARE HARDLY LIKELY TO BE PUT IN CHARGE OF OTHERS IF IT IS THOUGHT YOU WOULD UPSET THEM AND CAUSE THEM TO RESIGN, THE BIGGEST FACTOR IN MAINTAINING GOOD RELATIONSHIPS IS TACT, AND THIS IS DEALT WITH IN ANOTHER CHAPTER.

KEEP RELAXED

TAUT, STRAINED EMPLOYEES **ARE** NOT THE MOST EFFICIENT, THEY **TEND TO** MAKE MISTAKES, RUIN HUMAN RELATIONSHIPS AND GO ON THE SICK-LIST, THEREFORE. WORK HARD ON THE JOB, BUT DON'T TAKE ITS PROBLEMS HOME WITH **YOU**. **You'll** DO BETTER WORK ON DUTY IF YOU HAVE A COMPLETE CHANGE WHEN YOU'RE **OFF**. **You** WILL KEEP FITTER, **TOO**. **EVERY** DAY YOU ARE AWAY ILL YOU ARE A COMPLETE LOSS TO YOUR EMPLOYER,

LIKE YOUR WORK

You WILL NEVER DO GOOD WORK IN A JOB YOU **HATE**. If YOU ARE IN THAT UNFORTUNATE POSITION, EITHER CHANGE YOUR JOB OR YOUR ATTITUDE TO **IT**.

TO DO THE LATTER, CARRY OUT THE SUGGESTIONS ALREADY **GIVEN**. FURTHER, THINK OF THE ADVANTAGES OF YOUR JOB - THE SECURITY IT GIVES YOU, THE ESSENTIALS OF LIFE IT ENABLES YOU TO BUY, THE CONTRIBUTION IT MAKES TO HUMAN LIFE AND Happiness DWELL ON THESE RATHER THAN ON ITS DISADVANTAGES, REMEMBER, TOO, THAT NO JOB IS IDEAL IN EVERY WAY.

PERSONAL PLAN SHEET

GETTING TO KNOW YOURSELF

TAKE A MINUTE AND WRITE OUT YOUR ANSWERS TO THE FOUR QUESTIONS BELOW ON A SEPARATE SHEET OF PAPER. WITHOUT SHOWING YOUR ANSWERS, ASK A CO-WORKER OR FRIEND TO WRITE OUT THEIR ANSWERS, THEN, SWAP ANSWERS,

YOU WILL LEARN SOMETHING ABOUT YOURSELF BY COMPARING YOUR ANSWERS AND THE REASONS FOR THEM WITH THOSE OF THE OTHER PERSON .

SWAP ANSWERS WITH ANY NUMBER OF PEOPLE, THE MORE DIFFERENT POINTS OF VIEW YOU GET, THE MORE YOU'LL LEARN ABOUT YOURSELF,

1. LIST THREE THINGS YOU BOUGHT ON IMPULSE,
2. LIST THREE THINGS YOU PRIZE,
3. LIST THREE THINGS IN LIFE YOU ARE PROUD OF,
- 4, LIST THREE THINGS IN WALLET WHICH REPRESENT YOUR VALUES (WITHOUT LOOKING IN WALLET),

STEP EIGHT
GIVING YOUR BOSS A BETTER DEAL

BEING HUMAN, **YOUR** EMPLOYER WANTS VALUE FOR HIS MONEY, **HE** ALSO WANTS THE BEST PEOPLE IN THE KEY POSITIONS OF HIS BUSINESS, THE BEST PEOPLE, IN HIS JUDGMENT, ARE THOSE WHO **GIVE** HIM MOST FOR HIS MONEY, **IMPRESS** YOUR BOSS IN THE **FOLLOWING** WAYS .

• ALWAYS BE CONSCIENTIOUS

CONSISTENT LATENESS IS DAYLIGHT ROBBERY, **YOU** ARE PAID TO BE AT YOUR-POST FOR CERTAIN **HOURS**. **SEE YOU ARE THERE.**

-SECONDLY, DON'T WASTE HIS MATERIALS EITHER **BY BAD** WORKMANSHIP OR USING THEM FOR YOUR OWN **PURPOSES**.

THIRDLY, DON'T WASTE **TIME**. AVOID GOSSIPING, MAKING PRIVATE PHONE CALLS, DOING PERSONAL JOBS, EXTENDING LUNCH AND TEA BREAKS, AND LEAVING BEFORE TIME,

LASTLY, DO YOUR WORK TO THE BEST OF YOUR ABILITY, **YOUR** EMPLOYER EXPECTS THAT **FROM YOU**. **HE** ENGAGED YOU ON THAT **ASSUMPTION**. SHODDY, THIRD-RATE WORK IS A **FORM OF** PILFERING,

IMPROVE YOURSELF IN EVERY WAY

DRESS APPROPRIATELY FOR THE **JOB**. LOOK TIDY AND CLEAN TO START THE **DAY**, **EVEN THOUGH YOUR** WORK ENTAILS GETTING **DIRTY**.

IMPROVE YOUR SPEECH, **NO** MATTER WHAT YOUR JOB, THIS WILL HELP **YOU**. PEOPLE JUDGE YOU BY THE WAY YOU SPEAK, **IF** YOUR SPEECH IS CLEAR AND ATTRACTIVE, IT WILL HELP TO MARK YOU OUT FOR PROMOTION!

FACT SHEET

BOOKS THAT CAN HELP YOUR CAREER

THESE BOOKS CAN BE BORROWED FROM MOST PUBLIC LIBRARIES:

POSSIBILITY THINKING

BY ROBERT H. SCHULLER

PUBLISHED BY PILLAR BOOKS

ARE YOU LISTENING?

BY RALPH G. NICHOLS/LEONARD A. STEVENS

PUBLISHED BY MCGRAW-HILL

HEY GOD, WHAT DO I DO NOW

BY JESS LAIR, PH. D.

PUBLISHED BY FAWCETT CREST

REMEMBERING PEOPLE

BY HARRY LORAYNE

PUBLISHED BY STEIN AND DAY

CONTACT

BY LEONARD ZUNIN

PUBLISHED BY BALLANTYNE

THE MAGIC OF BELIEVING

BY CLAUDE BRISTOL

CHALLENGE YOURSELF AND LIVE

BY JACK H. MCQUAIG OF THE MCQUAIG INSTITUTE OF
EXECUTIVE DEVELOPMENT - TORONTO & NEW YORK.

PUBLISHED BY HUNTER CARLYLE PUBLISHING

45 RICHMOND STREET WEST

TORONTO, ONTARIO,

CODING FOR PARTICIPANTS, IN
"LET'S TREAT VISITORS ROYALLY"

How THE SYSTEM WORKS

EACH PARTICIPANT WILL RECEIVE A THREE-PART NUMBER (SEE BELOW FOR CODES),

- (A) GEOGRAPHICAL LOCATION "
(B) PLACE OF EMPLOYMENT
(C) TYPE OF EMPLOYMENT

THUS A WAITRESS AT THE SHERATON CENTRE, TORONTO WOULD BE

04 - FOR GEOGRAPHICAL - TORONTO - A FOOD SERVICE EMPLOYEE
003 - FOR LARGE HOTEL

THUS THE NUMBER WOULD BE:

04-003 'A

CODES

1. GEOGRAPHICAL

- 01 - SOUTHWESTERN ONTARIO
- 02 - FESTIVAL COUNTRY
- 03 - GEORGIAN. LAKELANDS
- 04 - METROPOLITAN TORONTO
- 05 - CENTRAL ONTARIO
- 06 - ONTARIO EAST
- 07 - THE NEAR NORTH
- 08 - RAINBOW COUNTRY
- 09 - ALGOMA-KINNIWABI
- 10 - JAMES BAY FRONTIER
- 11 - NORTH OF SUPERIOR
- 12 - SUNSET COUNTRY

2. PLACE OF EMPLOYMENT

- 001 - RESORT - SOUTHERN MIT OR LLBO
- 002 - MOTEL MIT LICENCE
- 003 - LARGE HOTEL - OVER 100 EMPLOYEES
- 004 - SMALL HOTEL UNDER 100 EMPLOYEES
- 005 - MOTOR HOTEL - HIGHWAY, FULL SERVICE
- 006 - LODGE - NORTHERN MIT OR LLBO
- 007 - RETAIL
- 008 - GASOLINE SERVICE STATION
- 009 - ATTRACTION, PRIVATE
- 010 - ATTRACTION, GOVERNMENT
- 011 - CAMPGROUND, PRIVATE
- 012 - CAMPGROUND, GOVERNMENT
- 013 - OUTFITTERS
- 014 - TRAVEL CENTRE
- 015 - MISCELLANEOUS
- 016 - RESTAURANT

3. TYPE OF EMPLOYMENT

- A - FOODSERVICE
- B - BEVERAGE SERVICE
- C - RETAIL SERVICE
- D - FRONT DESK
- E - HOUSEKEEPING
- F - MAINTENANCE
- G - CUSTOMER SERVICE
- H - TRAVEL COUNSELOR
- I - GAS STATION
- J - MISCELLANEOUS
- K - OWNER/MANAGER
- L - STUDENT
- M - MARINA EMPLOYEE

- 017 MARINAS
- 018 HIGH SCHOOL
- 019 COMMUNITY COLLEGE

MINISTRY OF INDUSTRY AND TOURISMHOSPITALITY REVIEWINSTRUCTORS GRADING GUIDE

1. **MAKE SURE STUDENTS NAME AND RETURN ADDRESS IS ON THE REVIEW,**
2. **No MARK WILL BE GIVEN FOR AN INCORRECT ANSWER, EVEN IF A CORRECT ANSWER IS ALSO GIVEN FOR THE SAME QUESTION,**
3. **ONE MARK WILL BE AWARDED FOR EVERY QUESTION THAT IS ANSWERED CORRECTLY, REGARDLESS OF THE NUMBER OF CORRECT ANSWERS GIVEN.**
4. **A PASSING GRADE WILL BE ANY SCORE ABOVE (AND INCLUDING) SIXTY (60%) PERCENT,**

NOTE: ANY QUERIES REGARDING THE GRADING OF THE STUDENTS' "HOSPITALITY REVIEWS" SHOULD BE REFERRED TO R. BUTLER,