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A RESEARCH ON KID'S CLUB ACTIVITIES IN HOSPITALITY INDUSTRY

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EXTENSIVE SUMMARY

Many different activities are organized in accommodation facilities for guests to have fun and enjoy themselves. Hotel animations can be an important tool for tourists in terms of their holiday expectations and can be seen as an integral part of the services provided for tourists. Activities in hotels are carried out for two different segments in for parents and kids. Kids club in accommodation facilities is a part of the entertainment services department where educational and entertaining activities are offered to children, privately designed, experts in their field and talented animators are assigned. In the kids club where the segmentation is made by age, there are sections consisted of baby club, mini club, midi club, and youth club.

Kids club activities are consisting of physical, creative, communicative activities, and games (Miteva, 2013 akt., Tsankov, Deliverska and Ivanov, 2015, p.106). The activities play an important role for children to have fun and unforgettable experiences. At the same time activities may also have a positive impact on children's social, psychological, physiological and mental development.

In the study; the answers to the questions of what kind of activities are done under the roof of a kids club in the accomodation facilities and what these activities contribute to the business, parents and children have been sought and the current situation is aimed to be determined from the perspective of the kids club animators. In this context; face-to-face interviews were conducted between 01.02.2018 and 28.02.2018 with ten kids club animators working in entertainment services department in Marmaris district of Muğla city. The answers of the participants to the semi-structured open-ended questions were interpreted by content analysis.

Some of the findings obtained in this study are as follows. 90 % of the participants were *"in 18-26 age range"*, 70 % of them were *"women"*, 90 % of them were *"university graduates"* and 80 % of them were *"educated in tourism"*. In kids clubs where young and dynamic human resources are employed, it has been determined that activities are carried out by the animators who are densely female and experts in their field. In addition, it was found that all participants were able to speak *"English"*, 50 % of them were working in seasonal enterprises for *"5 seasons and more"*, 90 % of them were *"working in 4 and 5 star hotels"*. The findings showed the importance of language teaching in the employment of tourism workers in the sector and that the kids club activities were carried out in seasonal 4 and 5 star hotels located on the coastline.

In all enterprises where participants work; it was detected that “*physical (sport) activities, games, adventure animation activities, creativity oriented activities, and activities to improve communicational skills (social skills and emotional competence*” were carried out. Among the research findings, it was found that the contribution of activities to children are “*gaining basic skills (learning)*”, “*entertainment*”, “*physical development and creativity*”, “*self-confidence*” and “*accumulating good memories with a pleasant holiday*”; the most important contribution to the parents is “*the creation of free time*”. It has been concluded that the activities provided “*the rise in the number of guests and preferability*”, “*the creation of satisfaction*”, “*the rise in overnight stay*”, and “*being preferred*”.

The findings move the kids club activities into a special and important point with regard to notably children-friendly accommodation facilities, especially in the sector of 4 and 5 star accommodation facilities and resorts, in terms of the children having an enjoyable and a pleasant holiday experience by taking part in the activities with fun, and the parents resting without stress by creating more free times to themselves.

It is thought that the study will shed light on the activities related to the tourism animation and kids club. At the following studies, parents’ perceptions of the kids club, satisfaction levels, competencies and proficiencies of the animators working in the kids club can be examined.