

Foreign languages
and Cultural Awareness Report

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Executive Summary

Cultural awareness in the hospitality industry is a huge factor that needs to be addressed carefully. Management must be careful regarding this sensitive issue which plays a huge role between employees and hotel guests. The art of cultural awareness is the understanding and acknowledging of differences and similarities between cultures in order to create the right communication and ensuring the best performance. Hallin C. A (2008)

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Introduction

This report describes briefly the Hofstede model of six dimensions of national cultures

The genuine aspect of understanding the cultural variety of different people and nations is by recognizing the cultural differences between them. That includes the difference in gender, tradition, background, social and religious backgrounds.

By acknowledging that each person comes from a unique and different understanding, this will influence the way they translate and react to situations in both positive and negative way.

Having visitors from different environments brings this various point of view to your hotel, allowing a merger of different views and viewpoints that leads to remarkable means that build strong relationships between staff and customers. Eva L. (2021)

Culture affects the approaches and methods that allow the company to go towards its purpose every day. Culture awareness's aim is to put together standards, concept and objective of the company and communicate them suitably among all staff members, creating a healthy and positive environment. Michigan State University (2022)

Country 'A' Location: United Kingdom (London Marriott Marble Arch)

In this report we will focus on the London Marriott Marble Arch which was Built in 1972. This modern 12-story tower is two blocks north of Marble Arch, which is in an area of increasingly high ethnic neighborhood with a fine selection of Lebanese, Turkish, Iraqi, Egyptian and Middle East restaurants.

This hotel is a welcoming haven amongst the best of Central London. (Marriott Bonvoy, 2022)

Hofstede Model

Hofstede's cultural theory is used to point out the differences in cultures worldwide. It has primary six dimensions that include power distance, uncertainty avoidance, individualism, masculinity-femininity, and short vs. long-term orientation.

This theory is mainly useful as it shows the facts regarding specific countries and helps find out about the conflicts if any and helps work the differences. Hofstede, (2001) p.

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Choosing special circumstances of relationships over one another is created by a strong sense of collective feelings. So, we may say that collective traditions and beliefs lead to choosing one over the other. Hofstede, G. (1980)

The UK is considered a fairly 'masculine' country under Hofstede's analysis. Scoring 66 for this cultural dimension, UK society tends to value competition, achievement and success. Tappon. (2022)

Power distance

The UK is defined as low power distance. As the power of the country is distributed fairly. Marriott applies Hofstede cultural method, it various and different aspects regularly. Marriott is proud to share and show internationally and worldwide their cultural awareness. Hofstede, (1980, 2001)

Masculinity against femininity

In 2020, Marriott International employed 321,000 people globally. Within this number female was accounted for 44% of the global workforce. The female contribution in leadership roles in Marriott continues to develop women leaders. Blessing T. (2022)
Another fundamental issue for any society is the division of values between genders. (Hofstede et al., 1998)

Individuality versus collectivism

Marriott International respects the privacy of its employees in their workspace as well as personal life. As an organization it does not invade in its employees' personal issues, it provides the appropriate privacy necessary and offers assistance. Hofstede, G. (1983)

Long-term orientation versus short-term orientation

Marriott and its members are further concerned about how to solve the problem or issue rather than why was the problem raised. This attitude reflects that this's a more problem-solving atmosphere, this attitude works towards long term preference.

Uncertainty avoidance index

At Marriott, the company is inspired to enhance its developments, ethnicities, as well as work activities across team developing behaviors. Thus, the company has become more flexible and adaptable regarding internal and external environmental changes leading to modernization. Chen et al., (2014)

Indulgence versus restraint

The general culture at Marriott is being optimistic, where members are treated fairly and with respect. Members at Marriott are trained regularly to continue to be relaxed and maintain high quality work. Woods, (1989)

Furthermore, all staff members are trained in respect of personal emotional wellbeing and presented with counseling in relation to personal wellbeing if required. Gordon (1991)

Country 'B' (United Arab Emirates)

In this report we will shade the light on the United Arab Emirates to observe the Hofstede Model and define the six dimensions of the UAE culture.

Power Distance

The UAE has uneven division of power distance. This can be seen even in the wealth distribution as well. Citizens are expected to follow the leaders despite being right or wrong. Citizens have a very high-power distance from leaders and obey regardless.

Individualism

The United Arab Emirates is an individualism culture, where citizens focus on their best own interest rather the social goals. Therefore, it is considered a collective culture as in Hofstede's studies.

Masculinity

Masculine culture displays a moderate role in the UAE, which make it a balanced society where manpower and feminine power are near equal. Masculine power fondness for output and underlines performance, while feminine culture shows a preference for processes and emphasizes esthetics (Herbig and Dunphy, 1998).

Uncertainty Avoidance

Arabs can be low in the uncertainty avoidance aspect compared to other countries. This was recognized by Parnell and Hatem (1999). He highlighted the effect of religion on and considered it a vital element. (Cavusgil et al., 2008) Islam values require a strong commitment to God, faith in God is omnipresent even in material work. Muslims believe that time is controlled by God, and nothing happens until God wills for it to happen (Herbig and Dunphy, 1998).

Long Term Orientation

Consideration of long-term planning cultures encourage planning, therefore such a scheme which Arab cultures apply to reduce uncertainty and the similarity of the Arab culture to others, Arab philosophy could be classified as having a long-term orientation.

Indulgence

This aspect is basically a measure of happiness. Indulgence is described as 'a society that allows reasonably free indulgence of essential and natural individual desires related to enjoying life and having fun.' Indulgent societies such as UAE believe themselves to be in control of their own life and emotions.

Country Analysis

The UAE is a culture that respects diversity and lifestyle. They hold strong values regarding hospitality, generosity and welcoming foreigners. The UAE is a rich culture in heritage and reflects traditional Arab and Islamic values.

Hotel Handbook

Do's	Don'ts
Greet with Traditional greeting between Muslims Assalamu alaikum (peace be upon you)	Avoid Showing public affection
Expressing the speaker's gratitude for a blessing or their recognition of divine intervention in its occurrence. God bless it (MashAllah)	Avoid shaking hands with females
Place hand on heart after a handshake to convey sincerity and respect, and that greeting comes from the heart.	Avoid complimenting an object they own; they may feel obligated to give it to you as a sign of respect.
Respect Gender Boundaries	Avoid complimenting or praising something too heavily can cause some to be wary that the evil eye will be jealous of it or curse it.
Invest in Their Rest at the hotel.	Avoid touching of females in any way.
Give Them Some Space.	Avoid doing lefty handshake, could be considered insulting to some people.
Address Them with Respect.	

Conclusion

Cultural awareness is the heart & art of understanding and mastering how to maintain friendship, generosity and respectfulness of others' cultural diversity, religion, heritage and beliefs. Every culture is unique and divine in its own way, as for that with cultural awareness we will be able to value and respect each and every individual.

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