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Hotel Handbook for Intercultural Competence

COVER PAGE

Executive Summary

In this report, two countries (Bangladesh and Germany) were selected to critically analyze the intercultural difference and how can a hotel make improve about their guest experience. By using the tool of 6-D model of Hofstede, two countries cultural difference carried out and for improvement as a hotel stuff there were some suggestions given.

Now-a-days, the quality of guest experience became very important for hotel and tourism industries. Guest never remember ordinary services, but they remember unique and extra-ordinary service. So, to get more guest and to recap the market, satisfying the guest is very important. Understanding the guest's culture is one of the best ways to know him /her better and it will make successful to improve guest experience.

To do the intercultural difference analysis the Bangladesh has been selected for hotel location and the Germany has been selected for guest's home country. By the use of Hofstede theory, cultural difference analyzed.

Based on the finding, there is a big difference between two countries in Power Distance, Individuality, Masculinity and Uncertainty Avoidance.

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Introduction

The economy of hotel business is in high competition and to gain new customer they need to improve their quality of services. According to Olsen and Connolly (2000), the main factor of success for hotel industries is not only about the product or services but it also depends on the user experience or guest relationships. Now a days, guest relationship management is widely discussed topic for tourism industry.

This report will discuss about intercultural sensitivity for Bangladesh (Hotel) and Germany (Guest) also its influence on hotel industry using 6-D model of Hofstede.

This report will also add suggestions for hotel stuff so that they can improve the quality of guest experience.

Bangladesh (Hotel)

Bangladesh has a diversified and rich culture. Its profoundly ingrained tradition is seen in its architecture, dance, literature, music, painting, and dress. Bangladesh's three principal faiths (Hinduism, Buddhism, and Islam) have had a significant impact on its culture and history. Bangladeshis have a rich literary heritage, with the oldest available form of writing dating back over a thousand years (Culture in Bangladesh - Bangladesh.com, 2021), Bangladesh's traditional music is quite similar to that of the Indian subcontinent. Classical, Folk and Modern music dance are common styles of Bangladesh. Bangladeshi culture is full of festivals and celebrations and Eid ul Fitr, Eid ul Azha, Pohela Boishakh, Durga Puja are most famous festivals.

According to 6-D Model of Hofstede Insights (2021), Bangladesh has a dimension (80) for Power Distance which means there all societies peoples are not same.

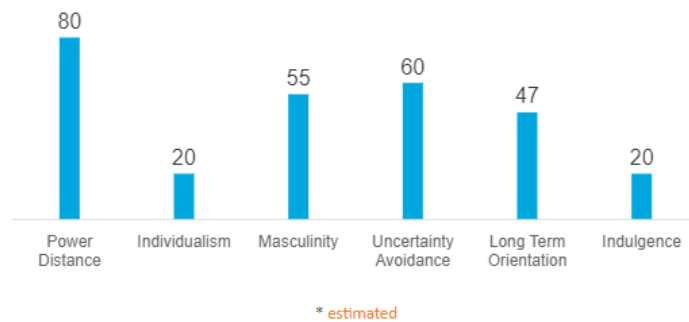


Figure 1: 6-D Model of Hofstede Insights for Bangladesh (Hofstede Insights, 2021)

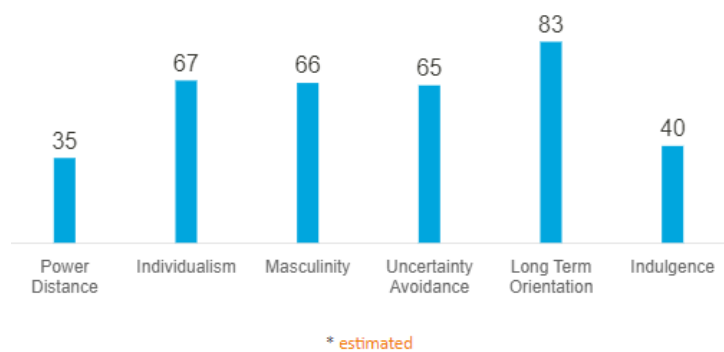
The interdependence of Bangladesh is quite low which indicates that in Bangladesh everyone takes responsibilities for another fellow members and it's a collective society. Bangladesh is a masculine society and there is a high level of uncertainty of avoidance where people are very emotional and high innate desire can be seen in the societies people to be occupied and to work hard. Bangladesh is a restrained country where people do not place high value on free time and restrict the fulfilment of their aspirations (Hofstede Insights, 2021).

Germany (Guest)

Germany is a central western European country, and the German culture is distinguished by its people, language, and customs. Germany is famed for its poets and intellectuals. More than 95% people speak the German language (German Culture: Facts, Customs, Traditions, and Things to Know, 2021). Germans, overall, are quite proud of their regional identities. It is fairly natural for people to be more patriotic and committed to their community than to their country. Germany's cities and states each have their own logo (German Culture - Core Concepts, 2021). It's been known that the German are quite formal but the also do the fun and

celebration. The German people are very helpful and good to take care of each other.

According to Hofstede Power is 35 where and challenged knowledge



6-D Model of Insights (2021), Distance score Control is hated, leadership is to demonstrate and is most

accepted when it is founded on it. Individualism, Masculinity, Uncertainty Avoidances are average 66% which indicates that the German society is a individualist society where most of the family are single family and they strongly belief self-actualization. Personal preferences for others, as well as a sense of duty and obligation, motivate people to be loyal.

Figure 2:6-D Model of Hofstede Insights for Germany (Hofstede Insights, 2021)

They are straight-forward about communication. Germany is also considered as a Masculine society and people consider others status by cars, watches and different tech devices etc. German society is also uncertainty avoidant and German is a pragmatic country where people believed that truth depends on situation, and they can easily adapt tradition. In nature, German culture is restrained, and they are not concern about leisure time also they control their desires. German society follow strong social norms.

Country Analysis

According to 6-D Model of Hofstede Insights (2021) for Bangladesh and Germany, there is a big difference of Power Distance and Individualism. The German societies people preferred direct and participative communication where the Bangladeshi society people is centralized, and inequalities can be seen. The German people don't like control and they take leadership as a challenge to show the skills and ability also they accept the best where in the Bangladesh, organization follow hierarchical structure, Subordinates anticipate being told what to do, and the perfect boss is a benign despot. The Bangladeshi society is based on collectivism, extended family is common where the German society is individualist society and there small family common.

As the German people preferred direct communication so sometimes it might be thought wrong by any stuff for example manager of hotel because Bangladeshi organization follow hierarchical structure where boss is everything. The German people dislike control, so stuff of hotel must be aware about any behavior which seems like controlling behavior.

Hotel Handbook

To improve guest experience of Bangladeshi Hotel for German Guest, the staff needs to be aware about the German culture (Germany - Cultural Etiquette - e Diplomat, 2021).

To do:

- While introducing, use surname only.
- Use correct title for the guest because they care about their title.
- Process quick check-ins and check-outs.
- Be careful about the privacy of the guest. They do care about their privacy.
- Well and correct dressing is important.
- The German guest like flower while airport pick-up.
- Staff must be formal and punctual.

Not to do:

- While introducing yourself, don't use title.
- Never shake hands while the other hand is in pocket.
- Germans may look reserved and unpleasant at first, but this will change as you get to know them better.
- While talking, never put your hand in pocket.
- Don't use okay sign as the guest may consider it as rude.
- Do not give red roses while receiving the guest as it is love symbol.
- Don't be loud while talking or don't shout.

Conclusion

There is no such thing as a one-size-fits-all service. Different hotels will face a diverse range of visitors - demanding, finicky, impolite, calm, understanding, and so on. All of this mentality must be dealt with calmly by hotels, who must put their best foot forward in making their visitors' stay unforgettable.

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