

My Culture + Expectations as a Guest

My cultural background



Karachi, Pakistan
Ethnicity / Birth place



Cardiff, Wales
Nationality



Urdu / English
Bilingual background

Guests are welcomed in a “home-like” environment that brings them a sense of comfort

Hospitality traditions



Guests are often treated with generosity and warmth (Yasir, Kanwal, & Khan, 2024)

Seating being offered first upon arrival

Embedded in daily interactions

Respect for elders



Kindness, modesty, and fairness

Values / Influences



My Cultural Overview → *Pakistani Culture*



My ~~Expectations~~ as a Guest

In a hotel for example.

What I value most as a guest...

1

Warm Greeting

A warm, respectful greeting at check in.

Friendly but professional communication.

2

Privacy

A clean, quiet environment that respects privacy.

Simple gesture → increased comfort and trust.

3

Personal Attention

Understanding of modesty, and personal space.

Suggesting a appropriate room or private space for prayer.

4

Certain Foods

Halal food availability or guidance on my dietary needs (Al-Ansi, 2019).

Provided with a list of halal restaurants or suitable spots.

Non-judgemental service.

5

Respect for Customs

Clear information without assumptions or stereotypes.

Staff showing an effort to understand my cultural needs.

My Communication Style

A young woman with curly brown hair is smiling and looking towards the camera. She is wearing a black and white patterned headband, white over-ear headphones, a white jacket over a grey shirt, and a backpack. She is leaning on a white metal railing and holding a black coffee cup. The background is a blurred outdoor setting with a stone wall.

I believe I possess a friendly, warm, and considerate tone.

My communication is often indirect, especially with elders, which is common in high context cultures (Hall, 1976).

Personally, non-verbal cues are priority for me such as respectful body language.

I always try to maintain harmony yet avoid bluntness.

I tend to be comfortable engaging with diverse people.



Reflection

How can my cultural perspective help you understand the importance of cultural awareness in hospitality?

Why Cultural Awareness Matters



Guest satisfaction

Helps to enhance loyalty (Jeaheng et al., 2020) whilst also encouraging repeat visits or stays (Sizoo et al., 2005).

Better communication

Reduces present and future communication barriers and misunderstandings (Wang & Mattila, 2010)

Adapt to expectations

Staff have the capabilities to effectively adapt services to diverse cultural needs (Koc, 2021).

Key takeaways

- 1 My cultural identity shapes how I communicate and what I value as a guest.
- 2 Hospitality staff who show cultural awareness create better experiences for those similar to me.
- 3 Noticing even the smallest, subtle differences leads to more respectful, and inclusive service.
- 4 My background highlights why understanding guest identity is important in global hospitality.

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