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EXECUTIVE SUMMARY

The present report is presenting under the light of intercultural competences, cultural intelligence and also cultural sensitivity, how the staff members of hotel The Resident Covent Garden located in London. The report focuses on the international guest's experience, and more specifically the Romanian guests, as they are not that traditionalists and love more to taste a bit of the culture that the country they are visiting, has. In addition, the departments within The Resident Covent Garden that will be close involved in greeting and serving the customers will be presented as well.

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INTRODUCTION

Romanians' lives are largely shaped by religious traditions that they adhere to. As a result, ethnic Romanians who practice Eastern Orthodoxy participate in elaborate rituals and rites throughout Holy Week and Easter. Romanians are both official and scheduled, and they have a great need for privacy. Many people are hesitant to rely on strangers. When you first meet them, they are typically hesitant and quiet, and they value modesty and humility in themselves and others. When you build a personal relationship with a Romanian, you may expect them to open up a little. Hotel industry is vast and uses primary communication skills, therefore this report focuses on how the staff member should communicate with the guests and how to serve them in order to make them feel welcomed. Hofstede theory will be roughly presented as well to connect the dots between the importance of cross-cultural barriers and communication.

CULTURAL INTELLIGENCE AND SENSITIVITY

Importance

The capacity to connect, attach, and work efficiently across civilizations is the most basic form of social knowledge. It helps to improve communication and management by fostering understanding and sensitivity. We are interacting with people from diverse backgrounds within organizations in your region as well as abroad, and we have business partners and clients all over the world. As a result, it's critical to comprehend what motivates and drives people, why people behave in specific ways, why and how decisions are made, and how this influences arrangements, among other things. Each culture has its own set of conventions, values, beliefs, and interaction patterns that influence how people live and work (Crowne, 2008). The capacity to be aware of and sensitive to these factors, as well as to develop the skills and talents to operate effectively, is referred to as social knowledge. This is crucial for success in this brand-new world. There are multiple societies within an organization, in addition to societies internationally and across various professions. For example, different divisions and teams often have their own methods of working and communicating, resulting in the formation of their own cultures or silos (Soldatova, Geer, 2013).

Guest experience - Services that have an impact upon guest experience

Within the Resident Covent Garden hotel, the most direct services that impact the guest experience are related to the serving area, meaning cuisine and also sanitation area or cleansing staff members. Also, the first impact with the staff members by the international guests, is within the front office desk, and these staff members have to be trained correctly and as much as possible to offer the guests a best first experience within the hotel. It can be said that all of the rest are counting and depending on front office staff members. With reference to the Romanian guests, the front office staff members shouldn't be stressed related to communication barrier, as most of the Romanians speak English.

RESIDENT COVENT GARDEN DEPARTMENTS

The guest is welcomed by the front desk division of the hotel, which is comprised of an assistant. They converse with them and teach them about the resort (Akgunduz, Alkan and Adan, 2021). In the specified hotel, the housekeeping division delivers door-to-door services and does so correctly. Customers from Romania are able to directly address their concerns with cleaning staff. Also, the cleaning staff members can interact with the Romanian guests as they do not feel offended. The restaurant delivers authentic British specialties, and Romanian people are always open to try new cuisine, as they are recognised of being a people that try new cultures and want to learn a bit of any country that they visit. According to the circumstances, the mentioned hotel must stay close to the desires of the Romanian guests, as they are not that picky. The staff members directly involved in serving the international guests should attend some special training to learn about the Romanian culture a bit more in detail, in order to be able to offer high quality services to promote tourism.

DO's and DON'Ts for staff members

DO's	DON'Ts
Romanian people need attention, discretion and respect	Do not take move their personal belongings while clean
Often, they look for attention and quiet places	Do not clean if they ask for it
Read the signs left by the guests	Do not ask too many questions.
Be present and smile to the guests	Do not change the personnel without informing them
Managers should stay around, as Romanian people like to be greeted by them	Do not take decision in their name

HOFSTEDE'S CULTURAL DIMENSIONS THEORY

Hofstede's social aspects theory was created by Geert Hofstede as a foundation for cross-cultural interaction. It employs a framework derived from aspect assessment to show the effects of a culture's culture on its people's values, as well as how these values relate to actions. The version prepared by Geert Hofstede was based on a survey of IBM employees from more than fifty nations. He identified five characteristics, or 'trouble sites,' that represent differences in national cultures (Hofstede, 1997): power distance, unpredictability evasion, individualism/collectivism, masculinity/femininity, masculinity/femininity, masculinity/femininity, masculinity/femininity, and long-term alignment. Power vacuum describes how social injustice is recognized and accepted in various cultures. Individuality (as opposed to collectivism) refers to people's desire to be a member of a loosely knit community that values individuality and independence. According to Hofstede, masculinity refers to cultures with diverse gender functions, in which men value achievement, competitiveness, and incentives, while women prioritize more fragile values like lifestyle and modesty. Femininity refers to those who have a muddled sense of sex roles. Unpredictability avoidance refers to the degree to which members of a culture feel terrified or uncertain in unfamiliar situations.

CONCLUSIONS

The entire society needs high quality services and the Romanian people like to be treated with respect and kindness for a service that they are paying. Overall, the entire report presents how staff members from the hotel should behave and what trainings should attend to be able to support the international guests as better as possible. Also, Hofstede theory supports the cross-cultural differences.

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