

**Foreign Languages and Cultural Awareness**

**Module code: BMIH5003**

**Intercultural Competence Report**

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**Word count: 1093**

### **Executive summary**

In the corporate world and hospitality sector, cultural awareness and understanding are crucial qualities for hotel staff. Increased guest happiness, loyalty, and pleasant exchanges are the results. They also aid hotels in remaining competitive, increasing employee satisfaction, and reducing the likelihood of legal and ethical violations. This report presented an analysis of the cultural values of Canada for Diversity Hotel & Spa London to expand. Canada takes great pride in its multiculturalism, which it attributes to the country's high immigrant population. The welcoming policies and rituals of the country honour and celebrate its rich cultural background. Any hotel that wants to succeed in today's worldwide hospitality sector must be able to adapt to and cater to guests of many different cultural backgrounds. Some recommendations have been provided for the general manager to implement. By implementing these suggestions, the General Manager will be able to ensure better that the hotel's staff has the requisite intercultural competence and leadership skills to run the new hotel in Canada effectively, creating an atmosphere that is welcoming and inclusive for both staff and guests.

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## **Introduction**

Canada is the nation where the hotel industry is growing. The purpose of this report is to support the general manager of Diversity Hotel & Spa in London in providing brand standards, operations, and process training to hotel staff prior to the property's official opening. This study discusses the value of cultural sensitivity and intelligence. In addition, the study of the country where the hotel is expanding is given through reflection on its cultural values. Finally, suggestions are given for the general manager to consider as the hotel grows.

## **Cultural overview of Canada**

Canada is proud of its multiculturalism because of its vast immigrant population. The country's hospitable policies and customs are a tribute to and celebration of its diverse cultural heritage. Canadians have a reputation for being respectful, tolerant, and polite (Mordor, 2023). Respect for one another and one's rights is highly valued culturally. Language bingo could be compared to Canada's cultural identity. The fact that they recognize English and French as official languages is a testament to their longstanding connections to those two countries. Moreover, the country popularized bilingualism even before Duolingo became part of the daily routine (Canada, 2015). The linguistic landscape is as eclectic as a Lo-Fi beat's playlist due to the many communities across the country that work to preserve their native tongues. Osheaga Music and Arts Festival, one of Canada's largest, is consistently ranked among the world's top music festivals (Osborn, 2023). They showcase a global spirit by uniting musicians from around the world with those from the host country.



## Country analysis

Canada is quite low on uncertainty avoidance, reflecting a readiness to accept risks and adapt to change. This demonstrates that leaders have the ability to adapt to changing circumstances and consider new perspectives (Brake, 2013). Canada receives a middle-of-the-road in-group collectivism score, suggesting that the country values both individualism and group solidarity. Canada has a strong dedication to gender equality, as seen by its high-ranking in-gender egalitarianism. The GLOBE Project's research on cultural influences on leadership provides a useful framework for this investigation. The culture and leadership data that is collected from the GLOBE is presented below.

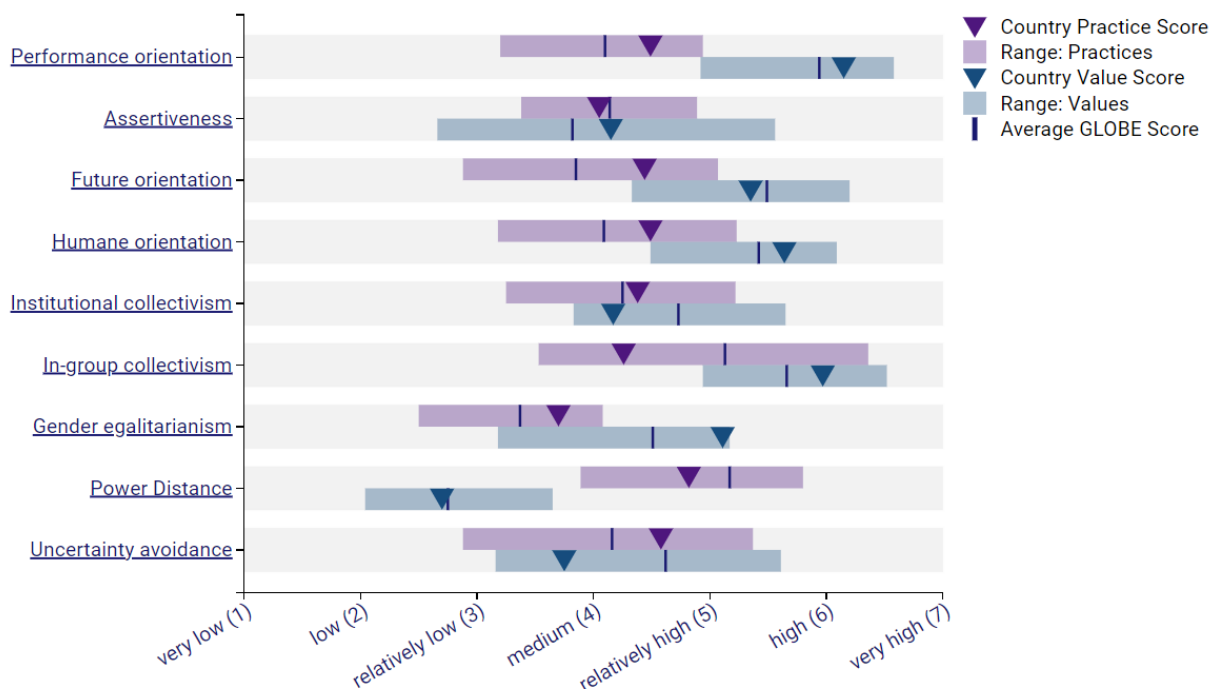


*Figure 1: Cultural practices and values in Canada*

Source: (Canada GLOBE Project, 2023).

At a compound annual growth rate (CAGR) of 3.45% between 2023 and 2028, the projected value of Canada's hospitality sector rises from an estimated USD 22.10 billion in 2023 to an anticipated USD 26.18 billion (Mordor, 2023). Canada's travel and hotel industries suffered greatly during the pandemic of 2020-21. Increasing investment in machinery and equipment by businesses is a positive sign for the hotel industry because

it indicates an increase in business travel. Cultural norms that promote gender equality are especially important in the hospitality sector (Jayawardena, 2017). This principle informs the decisions about who to hire, how they are promoted, and how we treat guests and customers.

Being multilingual is an asset in the hospitality industry, especially in bilingual regions like Quebec. Employees who speak both official languages of Canada can better accommodate guests and demonstrate respect for cultural norms that encourage linguistic variety and equality. Environmental stewardship is an increasingly significant value for hotels (Henderson and Wakeham, 2013). Guests who care about the environment appreciate that Canada is committed to sustainable practices and actively promotes eco-friendly activities.

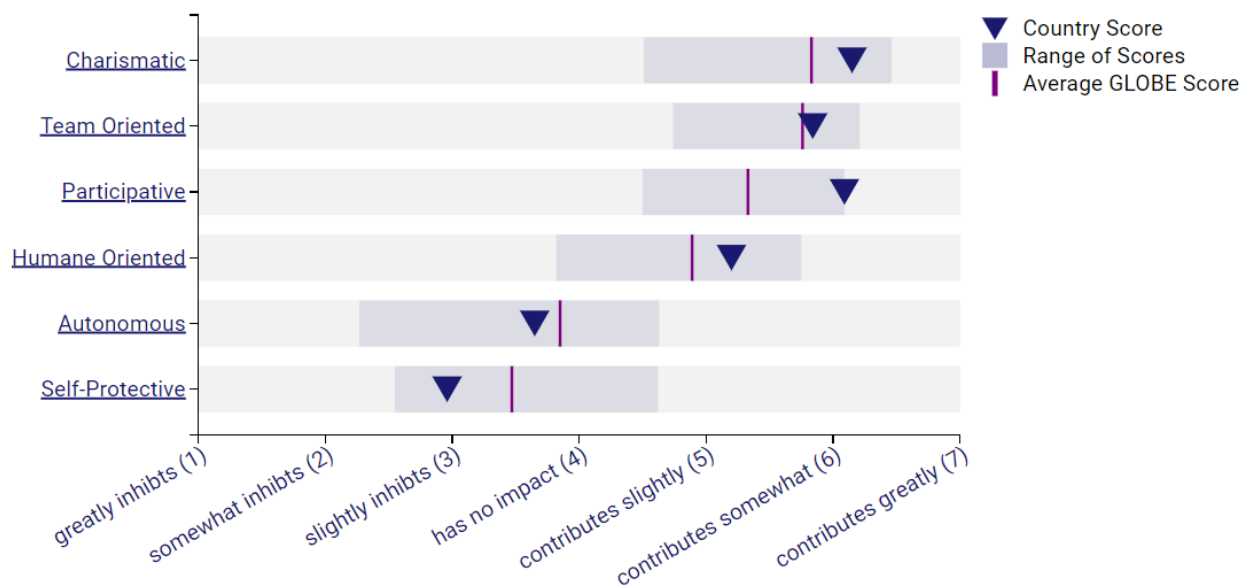


*Figure 2: Leadership scores for outstanding leadership in Canada*

Source: (Canada GLOBE Project, 2023).

### **Cultural intelligence and sensitivity for hotel personnel**

There are many important commercial reasons why hotel staff members must have cultural intelligence and sensitivity. When working in hospitality, it is important to keep in mind that customers come from all walks of life and can have widely varying cultural

expectations, tastes, and habits (Lam and Cheung, 2018). Employees' cultural awareness and sensitivity are critical for providing excellent service to a diverse clientele.

### ***Enhanced guest experience***

Hotel staff with cultural knowledge and sensitivity are better equipped to accommodate the specific requirements of their international clientele (Gilmore et al., 2014). This can result in a more tailored and favourable guest experience.

### ***Customer loyalty and satisfaction***

Guests are more likely to enjoy themselves in a strange country if they are made to feel welcome and appreciated. Happy visitors are more inclined to stay at the hotel again and tell others about it (Lam et al., 2021).

### ***Effective communication***

Guest interactions, such as taking orders in a restaurant, delivering room service, or answering questions, necessitate proficient cross-cultural communication skills. Culturally intelligent employees are better able to communicate across linguistic and cultural barriers (Alshaibani and Bakir, 2017).

### **Conclusion**

To conclude, the purpose of this report was to examine the cultural values of Canada and explain them to the general manager for Diversity Hotel & Spa London to expand. Canada's core values of multiculturalism and acceptance necessitate that the country's hospitality industry reflect these ideals in its treatment of guests from all walks of life. Language variety and equality are highly valued in many cultures, and being able to communicate in more than one language can increase guest pleasure. The hotel can boost client happiness, positive ratings, and brand loyalty by adopting some practices common in the country's cultural context. The report has provided recommendations for the general manager to implement for the success of the hotel in Canada.

### **Recommendations**

Before the General Manager of the Diversity Hotel & Spa travels to the new Canadian hotel, here are some suggestions. These suggestions are made to aid in the hotel staff's training, with an emphasis on intercultural competency and leadership:

- The manager must encourage communication and collaboration between the visiting management team and their Canadian counterparts. Motivate information sharing and a collaborative approach to work.
- The manager should think about giving the hotel's employees training in intercultural competence, which would cover topics like cultural awareness, sensitivity, and cross-cultural communication (Richard, 2017).
- Training sessions for hotel staff should be held on-site during the visit. Learning is strengthened when students are actively engaged through asking questions and engaging in group discussions (Woo et al., 2022).

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