

BA DEGREE ASSIGNMENT SPECIFICATION SCHOOL OF INTERNATIONAL HOTEL
MANAGEMENT

Contents

Introduction:	3
Intercultural competence:	3
Understanding Indian customs and culture related to the hospitality sector:.....	4
Critically Marriott International understand international consumer behavior to enhance guest service delivery:	5
Recommendations:	5
'Do's and Don'ts' for Marriott's stuff:	6
Conclusion:	7
References:	7

Introduction:

It is necessary to comprehend the differences in nations, backgrounds, and ethnicities among business professionals to understand cross-cultural factors for a global business. Cross-cultural education has become more important for businesses as a result of the advent of globalization. This report helps to define the understand the impact and importance of cross-cultural factors over the business management factors of Marriott international hotel. this report helps to understand how Marriott international hotel adjust to the Indian culture and develop their product and service offerings.

Intercultural competence:

The capacity to work and communicate successfully with individuals from a range of cultural backgrounds, both at home and abroad, is referred to as cross-cultural competence (SMITH, 2018). Geert Hofstede's Cultural Dimensions Theory was established as a framework for examining cultural differences across nations and the methods in which various cultures conduct business. Using this framework, it is able to evaluate a vast variety of national cultures and cultural components to ascertain their impact on the business environment (MindTools, 2021). As a global international hotel company, Marriott international hotel needs to consider six dimensions of culture to adjust their business margin in the international scale.

- Power Distance Index: Power gap defines how far Marriott International hotel management is ready to go to keep power and authority apart. This shows a preference for decentralized decision-making frameworks with participatory management and an emphasis on power distribution.
- Individualism Versus Collectivism: Hofstede's cultural aspects theory promotes a collective culture; thus everyone should be aware that they are part of a broader group (Hofstede, 2013). Therefore, Marriott International hotels should work together to reach a same aim in order to avoid confusion and ensure quality service offerings.
- Masculinity Versus Femininity: In the business world, the word "femininity" is used to define a company's egalitarian culture (Corporate Finance Institute, 2015).

Marriott International's chief executive officer is largely accountable for making choices based on the notion of fairness.

- **Uncertainty Avoidance Index:** People's ability to make sense of uncertain situations is measured by the uncertainty avoidance index (Gordon, 2021). Management at Marriott International has to be more tolerant of rules and regulations if they want to maintain a low uncertainty avoidance score.
- **Long- Versus Short-Term Orientation:** Marriott International must set aside short-term advantages or gratifications in order to focus on the future. A long-term outlook inspires tenacity, persistence, and growth.
- **Indulgence Versus Restraint:** Marriott International needs to consider the indulgence factor which help to ensure the employee satisfaction factors. This factor is interrelated with the service quality.

Understanding Indian customs and culture related to the hospitality sector:

Indian culture is one of the oldest and most widely practiced in the world. Throughout history, Indians have taken great pride in their distinct cultural heritage, which includes a diverse variety of customs and rituals that differ from one location to the next depending on their religion, language, and cuisine. After entering India in the sixteenth century, the Moghul Empire had an impact on the country's culinary culture that has endured to this day (Navigator, 2021). Because many Hindus believe that eating meat is unethical, there is a wide variety of vegetarian dishes available in Indian cuisine. A large portion of a Hindu's diet consists of vegetables such as tomatoes, cauliflower, spinach, and potatoes; hence, many of these meals incorporate them. In addition, according to Hinduism, the Brahmin caste is comprised of educators, legislators, and preachers who follow a strict vegetarian diet and practice meditation (philseo, 2020). According to The Guardian, vegetarianism is practiced by anything from 20 percent to 40 percent of Indians (Memphis

tours, 2018). The vast bulk of Indian food is eaten with one's hands or with a piece of bread in one's mouth. Indian meals are often accompanied with pieces of bread such as naan, a leavened oven-baked flatbread; and bhatoora, which is a fried, fluffy flatbread popular in North India and paired with chickpea stew (Sighamony, 2013). One of the most distinguishing characteristics of Indian culture is the warmth and compassion with which its people greet one another. Indians are known for treating their tourists with the greatest courtesy and hospitality. The Indian adage Atithi Devo Bhava (Atithi Devo Bhava), which translates as "The guest is God's mirror," is a famous example of a saying (Surbhi S, 2015).

Critically Marriott International understand international consumer behavior to enhance guest service delivery:

As a result of the concept's success, the Marriott established up to 12 of these sites in hotels around India. Twenty-one years ago, the Goa Marriott Resort & Spa opened, followed by the JW Marriott Mumbai in Juhu and the Renaissance Mumbai Convention Centre in Powai (Tejaswi, 2019). Marriott's entry into the Indian market has just recently begun with the opening of their newest properties. Marriott conceived the concept of a coffee shop or "Baking Company" to operate as a coffee shop, book store, sandwich shop, and grab-and-go outlet all in one. When a client enters the hotel in Juhu, he is greeted with an incredible view of the sea. Along with the champagne buffet, an Italian restaurant and a nightclub named Enigma were available to keep the celebration going late into the night (LALL, 2021). Customers can always count on Marriott's dining establishments to provide genuine Indian cuisine. Employees are trained to say Namaste which are saluting and saying goodbye at the same time, which makes it a significant aspect of Indian culture. When they do a bow, it's often assumed that employee also showing gratitude and respect for the person who has received the gesture (Marriott, 2019).

Recommendations:

As domestic travel rises in popularity in India, and as Indians want higher sophistication in terms of both quality and experience, Marriott's brands have significant opportunity to

grow and expand in the country. For Marriott's premium brands to grow outside of big metropolitan areas, there is a significant market potential. The Marriott Hotel is desperately needed in cities such as Jaipur, for example. Indian travelers are influenced and inspired by global travel trends. The blend of history and modernity that distinguishes Indian visitors today is what makes them unique. Because of the increase of travel as a form of discretionary expenditure, the demand for luxurious travel and hotel accommodations has increase rapidly (LITTLE, 2018). Indian people are placing a greater emphasis on the whole experience rather than just visiting a certain venue alone. Thus it is necessary to redesign all of Jaipur's services since the city is steeped in history, and as a result, all of its services must be redesigned.

‘Do’s and Don’ts’ for Marriott's stuff:

Do	Don't
As a large number of Hindus feel that eating meat is morally wrong, vegetarian meals are prevalent in Indian cuisine. In order to make these dishes more appealing to a Hindu's diet, they include a lot of veggies including tomatoes, cauliflower, spinach, and potatoes. That is why Marriott's kitchen must have an enough supply of fresh produce for preparing meals (IBEF, 2019).	People who follow a strict vegetarian diet and meditate are members of an important caste in Brahmin Hinduism. Therefore, staff members must pay great attention to the religious components of meal preparation and serving in order to avoid making errors and causing offense.
Employees are taught to say Namaste, which is both a salutation and a farewell at the same time, making it a vital part of Indian cultural tradition.	Given the fact that feet are seen as unclean, it is preferable not to direct them towards other people or to touch other people or objects while wearing them.

Conclusion:

Employees at Marriott Hotels throughout the globe are learning to be attentive to the many cultures of their clients as a result of an innovative method developed by the organization. A cultural encyclopedia on the internet allows you to research and compare the cultural preferences of more than 150 different countries. This may provide for a better understanding of the differences between persons. Additional language-learning programs are made available to Marriott employees to help them enhance their communication skills.

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