

**LCBB6001:International
Business
Communications**



(Source: Thresh, 2023)

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Introduction

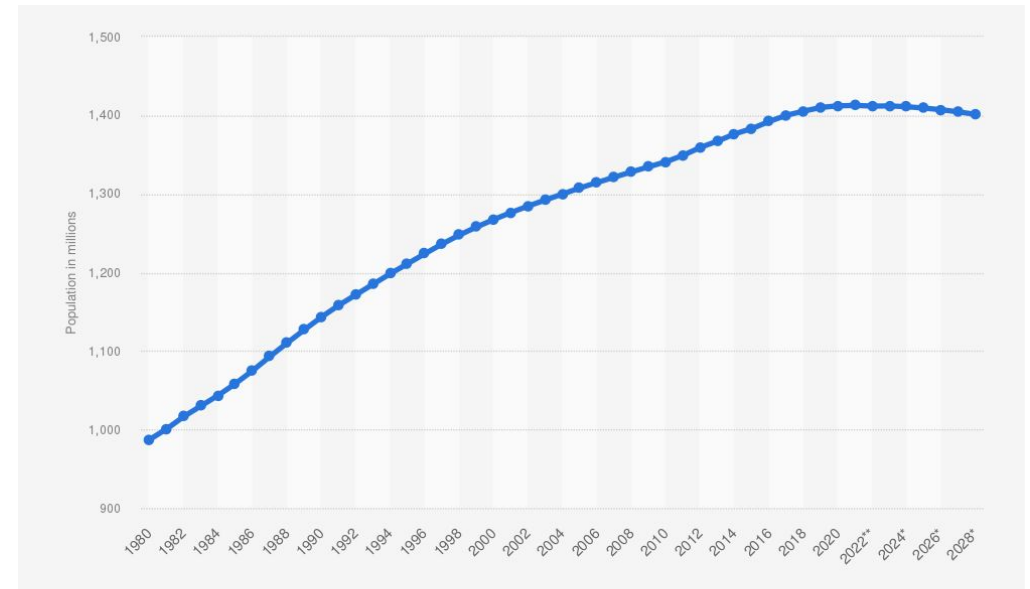
- This presentation focuses on assuming the business success or failure of Hays Travel in China.
- It will analyse the significance of Ctrip.com as a joint venture for Hays Travel by mentioning the cultural factors of China.
- The study will include a Hofstede cultural dimension to showcase the cultural differences of China from the UK.



(Source: Thresh, 2023)

Introduce the Chinese culture

- A statistical survey of the CIA has shown that the population of China has reached 1.4 billion (CIA, 2023).
- More than 185-250 million people in China believe in Buddhism which has made this religion the main religion of China (Albert and Maizland, 2020).
- Besides this, There are other religions such as Daoism, Christianity, Hinduism and Protestantism.



(Source: CIA, 2023)

Introduce the Chinese culture



(Source: Lin, 2023)

- Cultural norms of Chinese culture are combined with honesty, loyalty, courtesy, wisdom and harmony.
- More than 70% of the Chinese population communicates in Mandarin or Putonghua dialect of the Chinese language (Lin, 2023).

Success and failure factors of joint ventures

- Total size of the travel and tourism industry in China was about £710 billion in 2019.
- China is a highly investment prone country in the world. It has raised a total £43.81 billion in the first quarter of 2023 (Trading Economics, 2023).
- Contradictorily, joint venture agreements may get failed due to capital funding issues and equal profitability expectations between two organisations (Thresh, 2023).



(Source: Thresh, 2023)

Cultural differences in China from the UK

- Time control is totally different in the UK and China and also even in workplaces.
- China has only 1 official time zone and the UK has 9 different time zones (Buckle, 2023).
- People in China are highly prone to make relationships with their peers and they are more social in nature (GB Mag, 2023).
- The speed of eating in China is quite different compared to the UK.

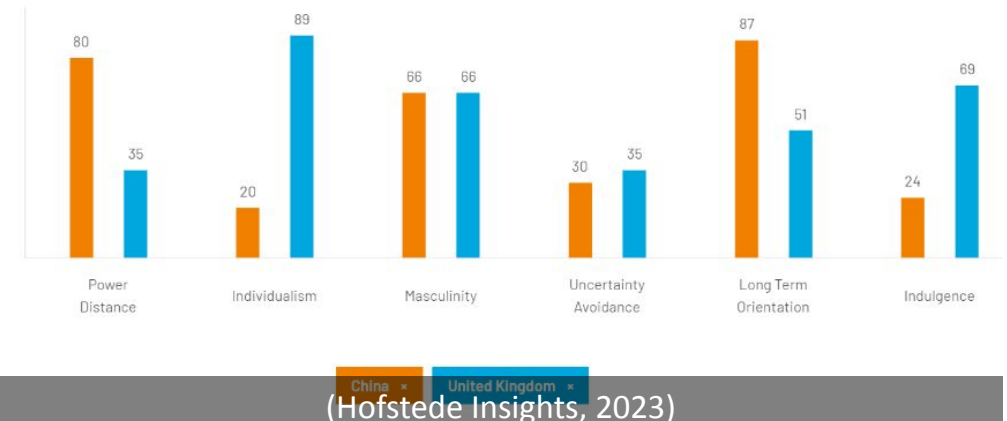


(Source: Thresh, 2023)



Hofstede Cultural Dimensions: UK and China

- According to Hofstede's Cultural Dimensions, there are six dimensions which will identify the cultural differences between the UK and China.
- **Power distance:** The power distance score in the UK is 35 which is much lower than in China (Hofstede Insights, 2023).
- **Individualism:** The UK has a high individualism rate of 89 and China has a low rate of 20.
- **Masculinity:** The masculinity rate is similar between the UK and China.



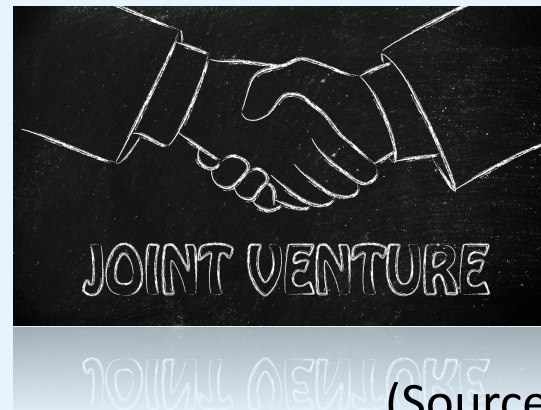
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- **Uncertainty avoidance:** The uncertainty avoidance score is 30 in China and 35 in the UK.
- **Long-term orientation:** The UK has 51 and China has 87 in the long-term orientation dimension (Hofstede Insights, 2023).
- **Indulgence:** The UK culture has a high score of 69 and China has 24 in the indulgence dimension.
- These dimensions are needed to be considered by Hays Travel to make joint ventures in China.



Recommendations

- It is recommended to Hays Travel to make long-term partnerships with Chinese companies.
- Chinese workers are cheap and highly skilled in their work fields.



(Source: Thresh, 2023)

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- It is recommended to Hays Travel to keep backup companies to make them its partners in China.
- It is recommended to Hays Travel to appoint regional heads in China to look after all its activities.

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sofmariane.blogspot.com

(Source: Thresh, 2023)



(Source: Thresh, 2023)

Conclusion

- The Chinese culture has various differences from the UK based on language, population, food habits and other factors.
- Hofstede's Cultural Dimensions have been compared here between China and the UK.
- This presentation has recommended some strategies as well for joint ventures.

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(Source: Thresh, 2023)