

Tahmina Chowdhury

***Assignment Title: Hotel Handbook for
Intercultural Competence***

Assignment Number: 01

Student ID: 1917905

Contents

Introduction	2
Evaluating Essentialism of Cultural Intelligence and Sensitivity for Hotel Personnel	3
Service Implications	4
Conclusion	6
References	7

List of Table

Table 1: Do's and Don'ts of Service Implication	5
--	----------



Introduction

The report has tried to illustrate the extent to which a hospitality organisation should modify their pattern of service in response to cultural diversity. The first portion of the report has been dedicated to identifying the importance of cultural bits of intelligence accompanied by sensitivity. The report concluded with suggestions given serving an Indian customer that culture of whom is quite different than that of other culture.



Evaluating Essentialism of Cultural Intelligence and Sensitivity for Hotel Personnel

Cultural intelligence is the process or ability to identify the cultural pattern and differentiate from that of own culture and shape or modify it to meet with the cultural condition (Middleton, 2012). In turn, cultural sensitivity is the extent to which a person responds to a different culture. In other words, cultural sensitivity dictates how rapidly a person can modify his/her pattern of behaviour in response to a different culture (Gezon and Kottak, 2014). As there is a wide variety found in the concept of culture, it is quite complicated to identify the cultural pattern of different countries. That's why Hofstede's Cross-cultural framework is used. It is a framework that details the cultural differences based on four cultural dimensions (Davidson and Sullivan, 2012). The first one is related to group thinking or the preference to work as an individual commonly known as 'Individualism-Collectivism' (Wild and Wild, 2015). The second one tries to illustrate the distance caused by power distribution in a specific culture. The third one tries to explicate the proneness of culture to avoid uncertainty or accept risks (Hill, 2017). The last one tries to illustrate the strictness or fluidness of the gender role of the society commonly known as the 'Masculinity-Femininity' index (Geringer and McNett, 2019). This cultural framework helps to identify the cultural background a person holds. It influences the ability of cultural intelligence as well as cultural sensitivity. Cultural intelligence accompanied by cultural sensitivity is very important for a hotel that serves international guests. Being a cosmopolitan country, every year around 40.86 million people pay a visit to the United Kingdom (Statista, 2021). And this huge number of tourists use hotel rooms as temporary residences with a numerous cultural variety. This variety ranges from differences in beliefs, attitudes to the pattern of consumption. And the use of cultural intelligence accompanied with cultural sensitivity helps the staff of the hotels to rapidly identify the cultural difference and immediately modify the pattern of service. Customer satisfaction is a must in tourism organisations like the hotel (Cullen and Parboteeah, 2017). And cultural intelligence, as well as cultural sensitivity, help to



meet the expectation of guests that ultimately resulting in the satisfaction of customers. Again, cultural sensitivity, as well as cultural intelligence, creates a sense of awareness among the staff regarding cultural differences. It also motivates them to improve their delivery of service given foreign culture. And it leads to increased productivity in the long run (Wild and Wild, 2015). Thus, it can be said without any doubt that cultural intelligence adorned with sensitivity is very important for a tourism business like a hotel.

Service Implications

India is one of the countries known for its cultural diversity. Their culture is based on strict racial class, religious views, social status with a focus on hospitality (Mehta, 2014). There prevails a high power distance in Indian culture meaning the people here prefers to preserve their social or religious class while meeting with people and expect to respect this issue from others. Thus, while dealing with an Indian customer, the front desk department should try to have a better understanding of the position of designation of the Indian customer and try to maintain respect throughout the conversation. As the country is high in power distance, people here hardly prefer the use of the nickname and accepts salutation as a 'Sir/Mam'. Thus, the front desk should avoid calling by their name and use salutation as appropriate to gender and age. The country is high in collectivism. That means people here like to visit in groups while going to a foreign country. And the same goes while they book a hotel (Shukla, 2016). A customer from India may prefer to stay in a hotel that can manage the accommodation of his/her peers. Considering this cultural stratum, the front desk department should try to offer the package that entails the accommodation for their peers. They should also try to circulate a sense of amicability while speaking with Indian guests. As the Indian people are prone to price, the department staff should offer a special pricing package for their guests in groups. They should avoid emphasizing taking a single room while dealing with Indian customers. The Indian people are very much risk-averse meaning they prefer to lead a normal life and the same preference is noted in terms of hotel stay (Maheswaran and Puliyl, 2021). They prefer to enjoy the general hotel service. Thus, the front service



department should introduce them to the normal hotel service and avoid using any bombastic or bizarre service initially. In India, there prevails a strong stipulation of gender roles that proves the high masculinity index. That's why the department staff should try to converse with the male counterpart of the guest. As there is a strict role for women, they should make arrangements for individual female service employees to deal with the female members of the guest.

The do's and don't's can be summed up below:

Table 1: Do's and Don'ts of Service Implication

Do's	Don'ts
Try to maintain the social status of the guest while salutation	Avoid being too professional
Try to have a clear understanding of the social status	Avoid persuading for a single room while guests are in groups
Try to express an air of respect while conversing	Avoid offering new or innovative services to customers
Try to offer price discounts for groups	Avoid speaking to females first
Try to offer conventional service as much as possible	Avoid being too much informal
Try to arrange female employee for female guest	

These can be considered while dealing with an Indian customer.



Conclusion

The hotel that is enriched with employees high in cultural sensitivity accompanied with cultural intelligence can understand and serve foreign customers better. And it is a yardstick to customer satisfaction; especially in the context of hotel service. The front desk department has successfully ensured this issue. That's why they are on the way to success.



References

- Cullen, J. and Parboteeah, P., 2017. *Multinational management*. Boston: Cengage Learning.
- Davidson, D. and Sullivan, G., 2012. *Culture*. San Francisco: Krupskaya.
- Geringer, J. and McNett, J., 2019. *International business*. London: Springer.
- Gezon, L. and Kottak, C., 2014. *Culture*. New York: McGraw-Hill.
- Hill, C., 2017. *Global business today*. Oxford: OUP.
- Maheswaran, D. and Puliyl, T., 2021. *Understanding Indian consumers*. New Delhi: Emerald.
- Mehta, S., 2014. *Indian consumers*. New Delhi: Tata McGraw-Hill.
- Middleton, J., 2012. *Culture*. Oxford, U.K.: Capstone Pub.
- Shukla, P., 2016. *Emerging paradigms in the Indian marketplace*. Bradford, England: Emerald Group Pub.
- Statista. 2021. *Statista*. [online] Available at: <<https://www.statista.com/statistics/287133/annual-number-of-overseas-visits-to-the-united-kingdom-uk/>> [Accessed 30 November 2021].
- Wild, J. and Wild, K., 2015. *International business*. Palgrave: Penguin.

