

Executive Summary=

This report will be examining the international culture to enhance the performance of the hotel and the satisfaction of the guests. This report will be examining Turkey and UK. Hotel Sultania is used as an example – this hotel is in Turkey. They have many cultural differences making it hard to cater for both customs, some differences may be; the amount of socialisation, form of respect and preferred foods. An understanding of both these cultures are needed as distinct cultures have different understandings and standards and meeting them efficiently will maximise the good reports about the hotel. An understanding of guest hospitality experience is also needed as it is when you are receiving and entertaining guests in a way that makes them feel well taken care of (Sevenrooms, 2021)). Cultural Awareness is appreciating heritage and their place in the world (European Agenda for Culture, 2015). The main purpose of this is to make everyone understand and respect the heritage, beliefs, traditions, and values of other cultures. In summary of the HOFSTEDE ratings – These are all inferences made by their respective score: In the UK unfortunately, there are still some inequalities, but Turkey is equal. The UK are highly individualistic whereas Turkey tries to fit into societal norms. Turkey societies are more likely to have anxiety than UK's societies. The UK is a more masculine country whereas Turkey is more feminine.

HOFSTEDE'S cultural dimension shows the effects of a society's culture on the values of its members. This index reflects the national cultural characteristics of a country. Here is a cultural dimension differences between UK's culture and TURKEY's following the Hofstede's cultural dimensions. In this report an understanding of intercultural competence and cultural understanding in the global marketplace is needed as it makes us learn how to interact with other cultures and makes us know how to manage time effectively needed. Hotel Sultania is used in this report, located in Turkey. I came from Bangladesh, but I have been living in the UK for a long time, so I have adapted to this culture so I will explain about this. Turkey's culture is also remarkably similar to Bengali culture. Turkey is country A and UK is country B.

Turkeys culture is crammed with various elements of other cultures ranging from eastern European to middle eastern cultures. It has several elements from the Oğuz Turkic, Ottoman, and Anatolian traditions. Turkeys culture is also heavily influenced by Islam, as 99 percent of the population is Muslim (US Department of State, 2018), Their food is extremely sweet with ingredients like vegetables, meat, and honey, they are also very fond of baklava. Dating back to the Ottoman Empire, baklava is one of the most iconic Turkish dishes (Marketplacegungahlin, 2016). Their culture has some core elements such as a high sense of justice, expressing emotions and neighbourliness is central to Turkish culture (Cultural Atlas, 2022)

The culture of the UK is also extraordinarily rich in diversity, in the global diversity report, the United Kingdom is 17th (Oxford Economics, 2008) in terms of diversity. They hold many values at the heart like democracy, respect, tolerance, patience and many more. Their culture is also very impacted by football it is the most popular sport in the UK and has been played for hundreds of years (Mandy Barrow, 2014) and has engraved itself in the culture. UK also has some cultural foods like Sunday roast, steak, lasagne, Shepards pie and the most well-known is fish and chips. They are also heavily impacted by religion as the most inhabited religion in England and Wales identified with was Christianity (Office for National Statistics, 2018)

There are many differences and similarities between Turkeys and UKs culture. One difference may be that during breakfast, the people from Turkey tend to have more items of food than the people of the UK, but the people of the UK tend to have more items in other meals. Another difference may be that people from the UK converse right away, but Turks tend to talk after they have known you for a while. They also have some similarities as they both tolerate diversity (this may be beneficial to hotels as they may offer meals from distinct cultures).

This dimension of cultural awareness emphasises the feelings or attitudes in the social grading system in individually or in categories. When HOFSTEDE'S make their assessments with their scrutinised eyes, which is based on the selected questions from Hofsted's organisations, they found that the UK's score for this dimension is 35.

It is considered as a lower ranking of Power Distance Index. The UK society is based on the beliefs of equality. But still there are some inequalities in the society. The society is trying their best to cut the inequalities amongst peoples. An example may be the UK has a very unequal distribution of income, with a Gini coefficient of 0.35.(The Equality Trust, 2022) When Hofstede's research, they found that two categories of people, higher class and working class. The power distance index is lower among the higher class than among the working class.

Hofstede's found that Turkey's score is 66. It is higher than UK's rating. This gives us information that Turkish culture is based on different beliefs and characters. Such as: dependency, hierarchical, superiors often inaccessible and the ideal boss is a leading or powerful person. The power is controlled by a single authority and managers are dependent on their bosses and on rules.

In this culture, employees are always waiting for the decisions from their superiors. Employees do not have any opinion or rights to do what they want. Employees expect to be told what to do. They feel that, controlling upon them and the attitude towards managers is traditional. In this mode of culture, communication is indirect, and the information flow is selective. The same configuration can also be found in the family bonding culture. Father is the commanding or leading person in all scenarios.

The main idea of this dimension is the degree of independence a society keeps among its members. In this type of culture, people are supposed to look after themselves and their direct family only. In this dimension of cultural assessment, Hofstede's compares the independent and autonomous person or organisation amongst them.

In the individualism value survey module by Hofstede, UNITED KINGDOM obtained a score of 89. This writes down that the British are a highly individualistic. From the beginning of children's life, they are taught to think for themselves and to find out what their unique purpose in life is and how they uniquely can contribute to society. In this society, they give importance of their privacy and pursue personal fulfilment.

Turkey holds a score of 37 following the survey of Hofstede. This shows collectivistic society present in Turkey. In this type of culture, people feel happy to live in group or in family. The relationship with other stuff or members of the group and the interconnectedness between people play a significant role in each person's identity. People look after each other in exchange of loyalty.

According to Hofstede survey, UK obtained a score of 66. This meaning that the UK is a masculine country. Uk culture evaluates the value of competition, achievement and success and comparatively shows less value on attributes. In this culture people always respect their jobs, shows a great ambition for their career.

Turkey's cultural involvement following the Hofstede assessment holds a score of 45, which is a sign on feminine cultural dimension. In this feminine culture, the people are less active to improve their career. Competitions is comparatively less than UK culture.

In the UK culture, the society is very rigid in mental economical and technical strength. They are always prepared to tackle awkward or unpleasant situations.

They know that the future can be challenging. The extent to which the members of a culture feel threatened by unknown situations and have created beliefs and institutions that try to avoid these is reflected in the score of Uncertainty avoidance.

According to the survey of Hofstede, UK gets its score is 35, which lowers the score in the Uncertainty avoidance index. This score expresses that as a low score nation, the people are quite happy to wake up not knowing what the day brings and they are satisfied to 'make it up as they go along' change plans as new challenges become known. As a low score nation, the Uk society are more rigid to fight against uncertainty in the future.

In the uncertainty avoidance index, Turkey score is 85. There is enormous difference between UK and Turkey. This shows that Turkey cultural society mostly suffers with

anxiety. They are afraid for unseen challenges. Their economical, mental, technical rigidity is weak. Most of the people is depending on ritual cultures. So, in comparison with UK culture, Turkey culture is high uncertainty avoidance.

Turkish Culture Do's and Don't's

Do's =

- Wearing modest clothes which do not show much skin in your uniform
- Make people feel welcome and respect people's beliefs but keep in mind not all Turks inhabit Islam
- Handshake with your right hand
- Only handshake/make physical contact with the same gender or little children as it may inflict religious laws

Don't's =

- Avoid talking about the politics of the country as sometimes the media portrays them in a bad way
- Do not underestimate nationalism.
- Do not openly criticise
- Do not handshake sitting down

UK culture's Do's and Don't's

Do's =

- Balance humour and humility-even when under pressure (Cultural Atlas, 2022)
- Be patient and do not arise stereotypical beliefs during friendly conversations
- Do handshake with your right hand
- Have friendly conversations

Don't's =

- Do not boast
- Do not be overcritical

- Do not ask about personal matters

In conclusion, it is important as you appreciate your own culture, improve communication, and reduce mistake. In the workplace, it boosts creativity and innovation.

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