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Element One: Reflective Essay

Growing up between two cultures has shaped the way I see myself, often in ways I only started to understand later on. I was born in Pakistan, but most of my life has been lived in the UK, and because of that, my cultural identity has never felt 'fixed,' nor 'simple.' I tend to think of culture as multifaceted particularly, the values, habits, beliefs, and ways of seeing the world that people share, yet also something that changes depending on where you are and who you're surrounded by. Stuart Hall (1996) describes cultural identity as being constantly formed as opposed to something we "already are," and this idea makes sense to me when I look back on my own experiences.

My earliest idea of who I was stemmed from my family. At home we mostly spoke Urdu, and the atmosphere was very much shaped by Pakistani traditions and by Islamic values. Respect, kindness, good character, and hard work weren't just things we were taught nor lectured about; they were part of how my family lived day to day. Islam was important, it became my guide throughout life having learnt its much deeper history and reasoning, and this stuck with me.

Hofstede (2011) argues that cultural values absorbed earlier on in life become "mental programs" that influence behaviour, and when I think about how naturally I respond to others with respect or how strongly I value seeking intelligence through education and independent research, I can see where those "programs" came from.

But the moment I started school, another side of my identity began forming. My school had students from diverse backgrounds, but most were predominantly White British. That contrast meant that from a young age, I had to navigate two distinct cultures at the same time. English gradually took over as the language I spoke most often, especially outside the home. I picked up the Cardiff accent rapidly as well partly naturally, and partly because it simply made things easier. However, I still remained connected to my Pakistani roots at home. Recalling this, I realised I wasn't switching between identities, but rather developing a blended one. Bhabha (1994) identifies this as the "third space,"

where new cultural identities form due to old and new influences around us. That conception heavily reflects what growing up in the UK felt like for me personally.

Undoubtedly, it wasn't always smooth. There were moments, especially during secondary school, where I felt others saw me through common stereotypes. Strange comments associated with my accent, appearance, or generally being 'Asian,' never sat well with me. Not because they were extremely harsh or rude, but because they reminded me that others sometimes made quick assumptions before they knew me on a mutual level. Those experiences, nonetheless, didn't define my school years, but they did make me better aware of how cultural differences can shape social interactions. Hall (1996) discussed how society often positions individuals according to visible markers like ethnicity, and I believe I encountered that in small, subtle ways.

Even with those challenges, I adapted fairly quickly. I made friends inside and outside of school and never felt completely isolated. I did sometimes feel a slight pressure to almost "fit in," though it came from a desire to be accepted and understood. Despite this, my unique personality helped bridge cultural gaps, helping me embrace it.

Over time, I appeared more comfortable moving between cultural spaces, such as making humorous jokes in English with friends, and speaking Urdu with family later in the day without really taking notice or at least overthinking about it.

Nevertheless, I feel I stand out in the context of how open I am with people from different cultural backgrounds, which also shows I have a genuine curiosity in how others live. I enjoy learning about other traditions, languages, beliefs, and people are often unprepared or surprised at how I possess such knowledge about various cultures outside my own.

I suppose learning from others comes naturally when you've had to balance multiple cultural expectations throughout your life. Deardorff (2006) states that openness and

curiosity are major parts of intercultural competence, and those traits certainly shape my approach to social interactions on a daily basis.

Withal, navigating cultural identity has created opportunities for reflection. As I've gotten older, I've started to think beyond what parts of my culture I strongly identify with including the ones I have grown to question. For example, while I appreciate the emphasis on working hard and being respectful, I've also learned that being overly self-critical, sometimes tied to cultural ideas about achievement, isn't always healthy. Similarly, while faith continues to be a priority for me, I now engage with it through more personal reflection in lieu of simply following what I was taught as a child. These changes reflect what Hall (1996) means when he explains that identity evolves based upon new experiences and shifting environments.

My understanding of my own identity has transformed over time. Although I belonged to a different cultural background to those I grew up with, I no longer feel the need to separate those sides. Instead, I view my identity as layered and flexible. Growing up between cultures has exposed me to ways I can adapt, communicate with different kinds of people and appreciate perspectives that differ from my own. It has made me more conscious that identity is something you grow into rather than something you inherit fully formed.

There are aspects of my worldview that I wish to continue exploring. I want to better understand the subtle cultural biases everyone absorbs from their environment, including myself. I look at difference as an opportunity to understand the world more widely rather than it being a 'barrier.' Thus, learning about cultures beyond my own will strengthen my ability to communicate effectively across differences.

Overall, reflecting on my cultural identity has helped me see how it influences the way I think, behave, and relate to others. My upbringing itself has shaped my core values, while my experiences growing up have altered my sense of belonging and my everyday interactions. Maintaining pride in my Pakistani and Muslim background has allowed me

to develop a strong sense of self and confidence in who I am. My cultural identity has never been one thing or the other; it is a complexity of multiculturalism not just in theory, but through lived experience. As a result, I feel I can now gain access to a new cultural landscape, one in which I could participate without feeling wholly disconnected.

Element Two: Written Report

Introduction

In today's globalised hospitality environment, effective communication and cultural awareness are pivotal for delivering exceptional guest service. Within the hotel industry, staff often interact with guests from diverse cultural backgrounds, requiring them to manage not only verbal exchanges but also non-verbal cues, expectations, and norms. This report aims to examine how communication influences cultural awareness within a hotel setting, how language and non-verbal dissimilarities affect guest interactions, the obstacles posed by cross-cultural communication among guests and staff, including potential recommendations for the improvement of intercultural service delivery.

Main body

Communication

In the hotel industry, communication refers to all forms of interpersonal exchange between staff and guests, as well as other parties. For instance, spoken language, written text (e.g. signages, menus, or check-ins), tone of voice, body language, and other paraverbal cues. Brownell (2012) emphasises that hospitality communication demands clarity but also "relational warmth and adaptability." Cultural awareness, meanwhile, is the understanding that staff and guests bring different cultural lenses such as values, beliefs, and norms that form a high standard of service.

Cultural Awareness

Research by Reisinger & Turner (2003) defines cultural awareness in tourism / hospitality as the ability to acknowledge and accommodate these cultural disparities in

behaviour and expectation. In hotel practice, this may mean identifying that guests from individualist cultures might value efficiency and privacy, while guests from collectivist cultures would likely prefer relational service.

Why Effective Communication Matters for Guest Satisfaction

Guest satisfaction within a multicultural hotel environment usually hinges on how well communication bridges cultural gaps. In fact, research shows that miscommunication or culturally insensitive communication can potentially lead to guest frustration, formal complaints, or low loyalty (*Tsang, Lee & Liu, 2019*). For example, a guest who mostly relies on non-verbal cues or contextual knowledge may expect the receptionist to infer preferences as opposed to asking direct questions; if staff ask bluntly, the guest may feel the service is impersonal.

My own observation: during a hotel check in abroad I witnessed a guest from a Greek background become visibly uncomfortable when the front desk agent requested openly about payment methods rather than engaging in a conversation first or at least trying to greet them in their own language. It was noticeable the guest had relaxed once they were given a friendly greeting in Greek and explained procedures slowly. This alone shows how communication style and cultural awareness can impact emotional comfort and satisfaction on a greater level.

It is especially important to have great knowledge of foreign languages to encourage positive guest interactions. Even basic greetings or a simple “hello” in a guest’s native language can signal respect and help create rapport (*Zhang & Guttormsen, 2016*). In large hotel chains, such as Marriott or Hilton, staff may wear language ability badges or receive language training to enhance their skillset as part of front office roles.

The correct use of language tends to reduce mistakes in conveying key information in relation to billing details, or safety instructions. According to Ng (2025), hotel employees

who are willing to acquire new language or cultural skills adapt more effectively in diverse guest interactions. Therefore, language competence becomes more ideal.

Communication differences in hotels consist of verbal and non-verbal behaviours. For instance, guests from low-context cultures expect explicit verbal communication, whilst those from high-context cultures rely heavily on non-verbal cues and implied meaning.

Eye contact: It is common in Western cultures for strong eye contact to indicate attentiveness; in some Asian or Middle Eastern cultures, prolonged eye contact may appear aggressive or even disrespectful.

Personal space: Some cultures value close physical proximity; while others prefer or expect a safe distance. A hotel staff member who stands too close may inadvertently or unintentionally discomfort a guest.

Gestures and idioms: Idiomatic English phrases such as “no worries,” or “bear with me,” may confuse or be misunderstood by non-native speakers. A guest might interpret “bear with me” as a literal instruction rather than a polite request for patience. These minor differences emphasise that cultural awareness demands more than just knowing how to speak another language.

General Challenges and Barriers in Cross-Cultural Communication

In a hotel environment, there are several communication barriers which surface, for example, misunderstandings due to cultural assumptions. The staff may assume all guests value a similar kind of service, leading to a mismatch of expectations. This may even be followed by language limitations and ambiguity, as non-native speakers could misinterpret or use simplified language that reduces nuance.

It's possible that staff from different cultural backgrounds may interpret service roles and instructions entirely differently. Gannon & Pillai (2016) state that employees from hierarchical cultures may wait for explicit instructions rather than take initiative immediately, which can sometimes clash in dynamic hospitality environments.

Furthermore, a multicultural workforce has its benefits but it also needs alignment. Staff could mistakenly interpret workplace norms such as punctuality or direct feedback in culturally influenced ways, which can cause internal and guest-facing inconsistencies. The challenge of time pressure and high turnover means hotels often operate under high pace, and therefore training staff to adapt culturally could be deprioritised.

Strategies used in the Hospitality Industry to Overcome Communication Barriers

Many hotel companies implement communication and cultural awareness strategies, for example, The Accor Group offers structured “*Cultural Diversity and Inclusion*” training modules that focus solely on non-verbal cues, guest cultural preferences, and basic language phrases (Accor Group, 2021). On the other hand, research conducted by Arjona-Granados (2025) developed a tool to help measure intercultural competence in hotel staff including that of openness, flexibility, and awareness. This would particularly demonstrate that staff members who scored higher provided better guest service.

Conclusion

Communication and cultural awareness are key in the hotel industry for achieving a high degree of guest satisfaction, service excellence, and operational consistency. Having somewhat beginner to intermediate language skills, non-verbal behaviour and cultural expectations all interplay when forming a guest's perception of the service given. Hotels that invest in cultural communication training, multilingual abilities, and staff integration are better positioned to respond to the needs of foreign travellers. The subtle cultural touches like greeting a guest in their native language, or adjusting body language can

make a major difference. By doing this, hotel companies have the capabilities to build stronger guest relationships, minimise misunderstandings, and deliver inclusive service.

Recommendations

Based upon the analysis, there would be several feasible and practical recommendations for hospitality organisations to take on. One of them being, language skills incentives for front line staff. This further encourages staff to learn key phrases in target guest languages such as Mandarin, Arabic, and Spanish. The use of translation technology or apps like Google translate or Duolingo can also be beneficial, however, human explanation alongside this would ensure the avoidance of any mechanical errors. Moreover, ensuring digital information, signage, menus, and room service instructions are available in multiple languages relevant to guest profiles is a priority. This would ideally prevent misunderstandings and enhance a welcoming feeling.

In advance of major international events or busy periods, it may be advantageous to conduct short briefings on cultural traits of expected guests. For example, the type of gestures to avoid, preferred service cues selected by the guest prior to or on arrival, and dietary norms. Although many large chains do this, smaller hotels necessarily may not.

Element Three: Training Poster

Cultural Awareness:



Quick tips for hotel staff...



Greetings across cultures.

Smile first, friendly body language is understood everywhere.

Use the guest's name when possible.

Keep a respectful distance and avoid pointing; use an open hand to guide.

DOs and DON'Ts

- Speak **politely** and **avoid** slang or idioms
- **Check understanding:** "Would you like me to explain that again?"
- **Do not** rush interactions with guests who need more time.



Respect

Be aware of **religious considerations:** halal and vegetarian options, prayer times, and modesty preferences.

Give guests **time** to respond as English may not be their first language.

Easy Greetings



Professionalism

Treat every guest as an **individual**, not a stereotype.

Respect cultural needs without making them feel singled out.

Be **patient** - international travel can be stressful for some

Learn more about cultural awareness: www.ukhospitality.org.uk

Overcoming communication barriers

Use the "SLOW" Model

- S** - Speak slowly, not loudly
- L** - Limit idioms, keep language simple
- O** - Offer alternatives : write it down or point to visuals
- W** - Welcome any questions that help clarify better



Useful Phrases

Use **short**, universal statements
such as;



"I can help you."

"One moment, let me check."

"Here is the information you need."

"Is this okay for you?"

Practical Tools You Can Use

Provide the guest with multilingual
menus, maps, and safety information

Use **translation** apps
only as support - confirm
understanding verbally



Write down room numbers,
times, and instructions



Repeat key details again nicely

NEVER show frustration, stay calm and supportive!

Element Four: Workplace Scenario

Experience

In a busy UK hotel, a misunderstanding occurs in the housekeeping department between Naila, a Sri Lankan Housekeeping Supervisor, and Helen, a British Housekeeping Assistant. During the morning briefing, Naila assigns rooms according to the hotel's standard rotation system. She notices Helen finishing her assigned rooms rather slowly than expected and firmly advises her to "work faster because guests are waiting for their rooms." Naila's tone is direct and managerial, which appears normal in her cultural background, where supervisors are insisted to give clear instructions and maintain authority when necessary. Helen, however, interprets the tone as impudent and needless. She feels publicly criticised in front of colleagues and believes her supervisor should have discussed the inconvenience privately and more politely.

Feeling unsettled, she responds with a defensive tone, claiming she is "doing the best she can" and walks away to persist with her cleaning. The tension starts to interfere with the workflow, and other team members perceive the uncomfortable atmosphere.

Both employees feel they are acting appropriately: Naila thinks she is doing her job as a supervisor, while Helen senses her dignity has been disrespected. The misunderstanding greatly impacts teamwork and delays guest room readiness.

Reflection

This situation may be better understood through Hofstede's Power Distance and Individualism vs. Collectivism dimensions. Sri Lanka is generally considered a high power distance culture, meaning hierarchy is honoured, and supervisors are often expected to give outright instructions (Hofstede Insights, 2024). Therefore, Naila's

communication style reflects this norm; she presumes authority is best expressed through strong leadership, and expects compliance in return without the need for emotional resistance.

In contrast, the UK scores relatively low on power distance, where employees tend to prefer a more equal, amiable relationship with supervisors and imagine feedback to be considerate and kept confidential (Minkov & Hofstede, 2011). Helen interprets Naila's directness as personal criticism as opposed to professional guidance for her task.

Sri Lanka has a more collective cultural orientation, whereby working efficiently as a group and supporting the team's overall goals are seen as important, unlike the UK's individualistic culture which places value on personal autonomy and independence (Hofstede, 2001). Hence, these expectations differ as Naila views maintaining pace and teamwork as a normal part of her supervisory role, while Helen prioritises feeling both respected and consulted in the way instructions are verbally communicated to her.

As a result, this conflict arose not from poor intentions but from different cultural expectations of communication, hierarchy, and feedback.

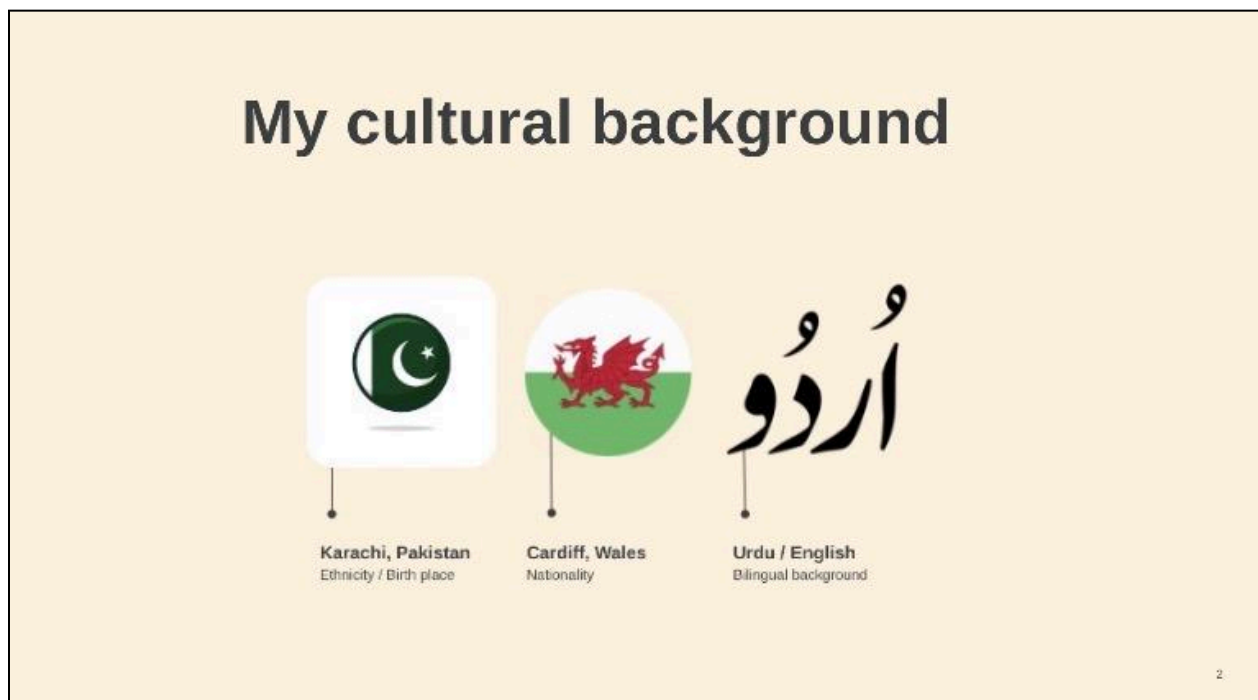
Action

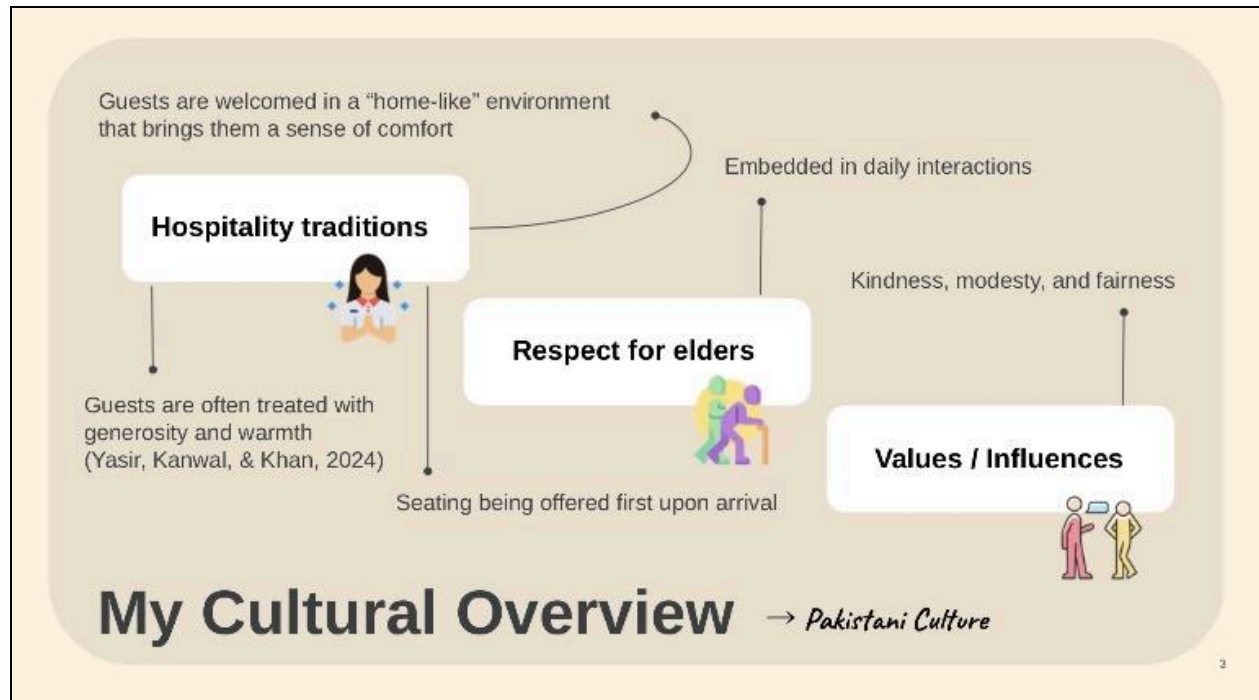
A practical way to resolve the issue is for the Housekeeping Manager to organise a calm conversation between the two employees, allowing each to explain their own perspectives. Ideally, both are encouraged to share how they felt and what they meant during the interaction. Research shows that giving staff space to voice concerns helps to reduce tension and yield positive conflict outcomes (Suff R, 2020). As for the actual discussion, Naila should recognise that her direct way of speaking can appear "harsh" or abrupt in a low power distance culture, meanwhile Helen starts to understand that Naila's tone was not dismissive. Instead, her intention was to simply maintain workflow.

Eventually, both should agree on small adjustments such as Naila signaling her requests more gently by using phrases such as “Please, can we try..?” or “Would you be able to..?” while Helen will ask for better clarification as an alternative to assuming negative intent, preventing misunderstandings from escalating in the future. This might help build mutual respect as both employees are actively adapting to each other's communication needs. Making these subtle behavioural changes such as checking understanding, adjusting tone, and avoiding assumptions can create a more trusting, and inclusive work environment where employees feel valued.

Element Five: Presentation

Screenshots of my presentation slides taken below:





What I value most as a guest...

1

Warm Greeting

A warm, respectful greeting at check in.

Friendly but professional communication.

2

Privacy

A clean, quiet environment that respects privacy.

Simple gesture of increased comfort and trust.

3

Personal Attention

Understanding of modesty, and personal space.

Suggesting a appropriate room or private space for prayer.

4

Certain Foods

Halal food availability or guidance on my dietary needs (Al-Ansi, 2019).

Provided with a list of halal restaurants or suitable spots.

Non-judgemental service.

5

Respect for Customs

Clear information without assumptions or stereotypes.

Staff showing an effort to understand my cultural needs.

5

My Communication Style

I believe I possess a friendly, warm, and considerate tone.

My communication is often indirect, especially with elders, which is common in high context cultures (Hall, 1976).

Personally, non-verbal cues are priority for me such as respectful body language.

I always try to maintain harmony yet avoid bluntness.

I tend to be comfortable engaging with diverse people.



Reflection

How can my cultural perspective help you understand the importance of cultural awareness in hospitality?

7



Why Cultural Awareness Matters

Guest satisfaction

Helps to enhance loyalty (Jeaheng et al., 2020) whilst also encouraging repeat visits or stays (Sizoo et al., 2005).

Better communication

Reduces present and future communication barriers and misunderstandings (Wang & Mattila, 2010)

Adapt to expectations

Staff have the capabilities to effectively adapt services to diverse cultural needs (Koc, 2021).

8

Key takeaways

- 1 My cultural identity shapes how I communicate and what I value as a guest.
- 2 Hospitality staff who show cultural awareness create better experiences for those similar to me.
- 3 Noticing even the smallest, subtle differences leads to more respectful, and inclusive service.
- 4 My background highlights why understanding guest identity is important in global hospitality.

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Element Six: Reflective Essay

This reflective essay explores how my learning has developed through the lens of Gibbs' Reflective Cycle (1988). During the course of the module, I encountered theories, case studies, and interactive sessions that helped me appreciate just how important intercultural competence is in hospitality. In this reflection, I intend to draw upon two main experiences that significantly influenced my learning. For instance, probing into Hofstede's cultural dimensions alongside analysing case studies related to cultural misunderstandings in hospitality environments as part of group discussions. These experiences have encouraged me to familiarise with different theories whilst reflecting on my own nature of communication, cultural identity, and future career.

Focusing on Hofstede's cultural dimensions and applying this directly to real life examples of cultural misunderstandings within a hotel setting was interesting to learn. We looked over case studies where conflicts were likely to occur due to communication differences, opposing expectations of hierarchy, or other ways people approached the idea of how to be polite or direct.

One case study in particular described a situation between a British manager and a European employee, where personal expectations about feedback created tension. Initially, I felt that I found myself analysing the situation from the manager's perspective but as we started to interpret the cultural dimensions together, I noticed the extent to which my own Pakistani cultural background influenced how I translated the scenario.

Aside from this, I also believed our discussions within the classroom were fascinating. Having listened to peers describe experiences from their cultures further helped me realise just how diverse other people's assumptions and communication norms can truly be, even within the same sort of environment. Occasionally, I would even notice similar patterns associated with my Pakistani background, for example, respect for hierarchy

and indirect forms of communication. I feel that these learning experiences give context for understanding how certain cultural values may influence behaviour in hospitality.

In the early points of the module, I felt confident but still somewhat curious, and wholeheartedly motivated to study a topic that I already had some personal interest in. Belonging to a multicultural background myself, I have often always been aware that people communicate differently, but haven't necessarily studied intercultural concepts in such depth. My initial curiosity made me more willing to participate in these discussions, although, at times I did second guess whether my own input would be relevant enough. As a result, I was hesitant especially when discussing very different cultures because I didn't want to blindly make any assumptions, misjudge, or overgeneralise something.

As the module progressed, my feelings did take a positive turn. I became more highly conscious of the subtleties implicated in cultural communication, which meant that eventually I grew more comfortable engaging with many theoretical concepts. Another feeling I developed was a real sense of responsibility; the more we learnt, the more I grasped how those working in hospitality have an actual duty to respect all cultural differences, and that even trivial misunderstandings can adversely impact a guest's experience despite the interaction being in a restaurant or hotel for instance. This awareness has made me reflect about how I might communicate in situations alike. In essence, I deem that I'm more inspired in learning how to adapt my communication.

There were individual areas of the learning experience that I found most desirable, such as the use of real case studies. These examples benefitted me in showing how theory is applied in practice, and so I started to understand that cultural misunderstandings aren't always that 'dramatic' as, usually, they can occur from subtle differences in expectations or communication styles which many or a small minority of individuals are oblivious to.

Moreover, learning about Hofstede's framework itself was rather interesting.

Notwithstanding the limitations it has, it did however provide a helpful structure as to how cultural differences may be interpreted especially in hospitality, where guests and

staff interact across cultures on a daily basis (Hofstede and Minkov, 2010). The dimensions taught me why these misunderstandings do happen and thus, I now have the vocabulary to articulate what might otherwise have been instinctive observations.

Nonetheless, I also encountered obstacles. I found it difficult at times to apply theory directly to workplace scenarios in a real world sense while attempting to restate quite abstract concepts into useful suggestions, on the other hand, also demanded more critical thinking than I originally anticipated. I would even struggle with specific cultural sensitivity topics, mainly those where norms conflicted with one another or potentially where there was no plain “right” answer. Yet again, these obstacles have created valuable moments in my learning throughout this module so far. I feel as though I have been pushed to meditate on the complexity of intercultural communication in various forms and develop a more rational understanding of cultural awareness as a whole.

These learning experiences unfolded the way they did largely because cultural awareness is already an inherently complex subject matter. It is logical to assume that Hofstede’s cultural dimensions gave structure, although communication in real life is influenced by far more than just national culture alone. For instance, when analysing case studies it was clear how factors like personal experience, language abilities, and dynamics in the workplace also determined how people responded. Findings from (Ng. R, 2017) support this through the suggestion that intercultural communication in hospitality is versatile and much affected by both situational and relational variables.

The case study touching upon indirect communication versus direct communication, namely, tied well with Hall’s (1976) theory of high context and low context communication. As for myself originating from Asia, I have realised how drastically high context norms such as, reading non-verbal cues or avoiding confrontation, contradict from low context cultures like the UK, where being transparent but still respectful are valued. Therefore, this theory has helped me piece why I naturally do change my communication depending on who I’m speaking to; something I hadn’t really noticed.

Besides, another insight I obtained was the importance of intercultural competence for professional practice. Research doesn't once fail to show that staff who acknowledge all cultural differences tend to deliver greater service, build stronger rapport with guests, and experience fewer conflicts or disagreements within the workplace (Taras et al., 2021). This reinforced the content I learnt in the module further as, for example, if I eventually wish to work in guest relations, it is necessary to understand different cues from guests of diverse backgrounds, adapt my communication style, and identify their cultural needs such as dietary preferences or privacy expectations, among others.

My learning throughout also tied in closely with broader research on cultural behaviour in workplaces surrounding hospitality. Many of the points we explored during lectures, relate back to the argument proposed by Trompenaars and Hampden-Turner (2011), who emphasise that misunderstandings are often unintentional and likely arise when individuals obliviously apply their own cultural "rules" to situations without realising the rules others are adopting. This has helped me discern why even minor differences of communication in hospitality can potentially escalate when both guests and staff interpret behaviours from very opposite cultural perspectives. Similarly, Nedelko and Brzozowski (2020) focus their attention on how personal values interact with cultural norms to shape behaviour at work, further reinforcing why employees can respond differently even within the same cultural group.

To conclude, this module has considerably refined my understanding of cultural awareness, communication and why these matter in hospitality. I have learnt about my own communication style being a blend of British and Pakistani influences, and that my cultural identity is often the reasoning behind how I interpret situations. I now have a much stronger awareness and sense of my professional identity, meaning I have the ability to work on my current weaknesses while also enhancing my capacities.

Moving forward, I intend to persist in improving my intercultural and communication skills in numerous ways. Firstly, I plan to actively engage more with people from other cultural backgrounds, both socially and academically, to help widen my understanding

of multicultural communication norms. Secondly, I will practice applying theories similar to Hofstede's dimensions model and Hall's communication theory to real scenarios in hospitality to build my analytical skills further in the course. Thirdly, I seek to increase my knowledge surrounding culturally appropriate guest service, especially within areas like dietary needs, religious practices, and communication etiquette. Lastly, I am particularly drawn to guest facing roles, albeit, I am not certain as of yet as to which exact hospitality role I may want to pursue. I hope to further enhance my interpersonal skills and cultural sensitivity in order to benefit my employability in the near future. I believe taking such actions will help me build the confidence, professionalism, and adaptability necessary to work effectively in a multicultural hospitality environment.

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AI Acknowledgement Statement:

All written content included in the training poster was created independently by me. No AI tools were used to generate any full written sections, and no visual elements were AI-generated either.

The poster was designed manually by me using the app Canva from start to finish.

AI intervention **only** ever took place during the brainstorming stage and did not replace my original work in any shape or form.

Prompts were entered into ChatGPT (OpenAI) on 10th November 2025 for idea development and layout suggestions.

The following prompt was used during idea development:

“Give me some guidance on the layout for my poster relating to cultural awareness and communication skills for training hotel staff.”

The example answer generated (used for planning only):

“Keep sentences short and action focused. Use coloured boxes or rounded shapes to separate each cluster of information. Could use clean, professional colours such as navy, gold, and white. Ensure the font is large enough to read from a distance and avoid long paragraphs. The design should allow staff to understand key points at a glance.”