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EXECUTIVE SUMMARY

The present report will do a synthesis on what should the staff do and don't when they are face to face with guests that are outside of their area of cultural experience. The present report will be a hotel handbook for the staff hotel The Green Park Hotel in Pitlochry, United Kingdom. The report will have its focus on Romanian guests and will present the intercultural competences and as well cultural intelligence and sensitivity related to Romanian guests and staff relationship. Romanian guests are open to learn and taste a bit of every culture, therefore, the staff from the hotel will not have difficulties in having them satisfied. The report is having the departments in charge of greeting the guests and also serving them, presented and discussed.

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INTRODUCTION

Romanians are formal and also scheduled with a strong requirement for privacy. Most do not depend on complete strangers easily. They are normally reluctant as well as peaceful when you initially satisfy and admire discreteness as well as humility in themselves as well as others. When you develop a personal partnership Romanians will certainly open a little. Because the hotel industry mostly focusses and relays on communication as being the most important skill within the industry and amongst staff, this report will have its focus as well and will analyse how the Romanian guests are being welcomed. All the information will be presented from a theory point of view as well, and more precise, Hofstede theory to make sure that the cross-cultural importance is being touched and discussed also.

Cultural intelligence and sensitivity

Importance of the cultural intelligence and sensitivity

Cultural recognition is the recognition of the distinctions of one's own society which of other people (Quappe, & Cantatore, 2005). Social expertise is the capacity to use observed, academic and interpersonal abilities to enhance one's satisfied and obligation of social similarities and differences within, among, and in between teams. Therefore, understanding an individual's society is crucial in shaping his/her habits. Cultural recognition is essential in reducing the chance of making bad decisions and raises capability of making extra instinctive, well-thought-out decisions. The development of social IQ in between staff members can be complicated, taxing, and also expensive. Nevertheless, numerous say that it deserves the investment because it increases corporate track record, attains far better lead to cross-cultural organizations, as well as enables the firm to adapt swiftly to different atmospheres. Culture influences things like exactly how people interact, rule, directness, assertiveness as well as time monitoring. Having insight into various other cultures can aid individuals as well as organizations from various societies, that may speak different languages, effectively communicate with each other. the benefits of cultural intelligence: creating productive partnerships based upon providing importance to people's distinctions. Connecting efficiently in various social setups; developing a

commonality; making best use of teamwork in groups where individuals act and also assume differently.

Guest experience within hotel – what services are impacting it

The Green Park Hotel has many services with impact on guest's experience, and if the guests are as in the present report, Romanians, it can be said that the first impact will be with the staff from the front desk, as they will be the first ones to greet the Romanian guests. Another staff member that can have a significant influence upon the Romanian guests, can be the staff from the cleaning department, serving or cuisine area and also the ones that are sanitising the areas within the hotel. In terms of training, all these staff members should receive a proper training on how to handle international guests, and in this case, there will be less or no communication barriers whatsoever as many Romanian persons are speaking English. It can be said that Romanians are the most appreciative persons.

The Green Park Hotel departments

The first area as part of the departments within the Green Park Hotel, is the front desk which usually has one or two persons to serve, depending on the number of guests arriving at the same time. Here, the staff can be trained to discuss with the guests about their hotel, to present all the areas that the guests can explore and also to make them feel welcomed (Harnisch, 2008).

Housekeeping is another department within the hotel and they have to be trained how to handle Romanian guests, as they are often used to address different requests directly to the staff members (Black, 2001).

Serving or restaurants department are as well involved in this part of make the Romanian guests to feel welcomed and they can go with different local dishes as Romanian guests are always open to suggestions and open to try new things to have a bit of knowledge from different cultures. Here, the staff can be trained within the tourism area to be able to promote their country and different sightseen that are part of the local area.

DO's and DON'Ts reported to staff members

DO's	DON'Ts
Try to accept food or drink offered in social settings. Romanians are generally very tolerant and are very proud of their food. If other people like their traditional food, they will usually appreciate it.	Do not make strong statements or criticize communism. People don't necessarily feel uncomfortable talking about the country's communist past. However, many opinions are expressed and foreign criticism cannot be evaluated. It is better to approach the topic sensitively and without passion and allow the interlocutor to set the tone of the discussion.
It is important to spend time getting to know your fellow Romanians and building trust. People will not open up unless a personal relationship is formed. When meeting someone for the first time, expect to be treated with some restraint and formality.	He does not criticize Romanian culture, people or nationality. Some openly complain that their country or current politicians are "ruining the country". But remember, they are still proud of their country and foreign criticism will not go unappreciated.
Be as honest (but polite) as possible when asking for your opinion. Honesty is very important to Romanians and is essential to show your credibility. We also expect people to be very clear and honest about their opinions. Romanians are known for being stubborn and "talking things out".	Do not confuse Romania with neighbouring Eastern European countries and do not think of them as having the same culture. Romania is not part of the former Yugoslavia or the Slavic countries.
Discuss problems or errors directly, but politely and personally.	Don't pay too much attention to corruption in Romania. However, many Romanians are disappointed by the way their country is presented in the media.

Table 1 Do's and Don'ts (Source: culturalatlas.sbs.com.au, 2022)

HOFSTEDE'S cultural dimensions theory

Geert Hofstede, helped by others, came up with 6 common issues that culture requires ahead to identify with in order to arrange itself. These are called measurements of society. Each of them has in fact been expressed on a scale that runs about from 0 to 100. The preliminary variation of the social measurement's principle consisted of just the initial 4 dimensions (Hofstede, 1984).

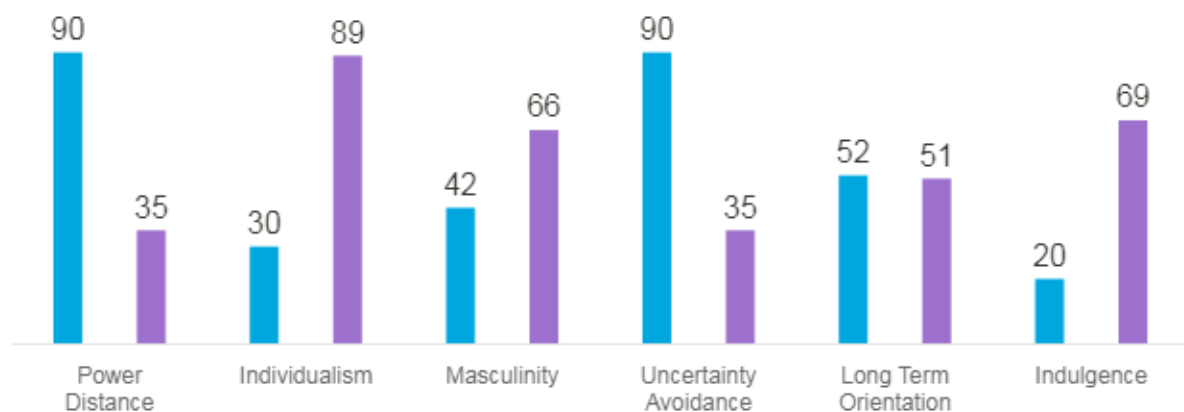


Fig. no.1. Hofstede theory applied as a comparison between Romania and UK
(Source: hofstede-insights.com, 2022)

As it can be seen, the results for Romania are marked in blue and the ones for UK are marked with purple.

Romania ranked very well on the first dimension (90 points) – power distance in comparison to UK – 35 points. That is, people accept a hierarchical order in which everyone has a place and does not require further justification. This means that they will like to be treated as the guests – customers and not like any other employee or friend of the staff.

Another dimension for which Romania scored high, is the uncertainty avoidance 90 points as well and again in relationship with only 35 for UK, meaning that Romanian guests have a very high preference for avoiding uncertainty, are also intolerant with unorthodox behaviour and/or ideas.

CONCLUSIONS

The report focused on the international guests and more specifically, Romanian ones, as being guests at The Green Park Hotel. The overall idea behind the report is that the Romanian guests are not that hard to please guests, and the traditions of the Romanian people are to be shared by the guests. The Hofstede theory showed some dimensions established by the author that come to support the culture within the organization, showing that Romanian guests can be unsupportive with unorthodox ideas and also, they like hierarchical places for each person.

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