

Hotel Handbook for Intercultural Competence

Foreign Languages & Cultural Awareness (BMIH5003)

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Executive Summary

The purpose of this report was to analyse the cultural differences between the two countries to accommodate guests. For this, Algeria and Italy were selected. It was found that power distance is high in Algeria as compared to Italy, which has low power distance, due to which dealing guests from Algeria needs treatment as per their rank. Further, it was found that Algeria is a collectivist society as compared to Italy, which is an individualistic society, for which it becomes important that arrangements for guests from Algeria are made for groups. Moreover, Algeria is a feminine society as compared to Italy, which is masculine. Therefore, it is important that Algerian guests are given accommodation with their families rather than individuals. However, both Algerian and Italian societies are high on uncertainty avoidance and restraint. At the same time, Algerian people have a short-term orientation as compared to Italians, who have a long-term orientation.

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Introduction

The purpose of this report is to support hotel staff in preparing and managing the guest experience for international visitors. For which two countries, Italy and Algeria, are selected for comparison of culture with identification of cultural differences, an analysis of both countries will be made and based on the identified difference, a hotel handbook which will define do's and don'ts' for the hotel staff. Moreover, to evaluate the cultural difference, Hofstede's cultural dimensions will be used.

Country A

Italy is a country situated in the south of central Europe. Italy is known for its historical architecture, arts, cuisines, and literature. Therefore, to evaluate the cultural aspects of Italy, Hofstede's six cultural dimensions are used to find insights.

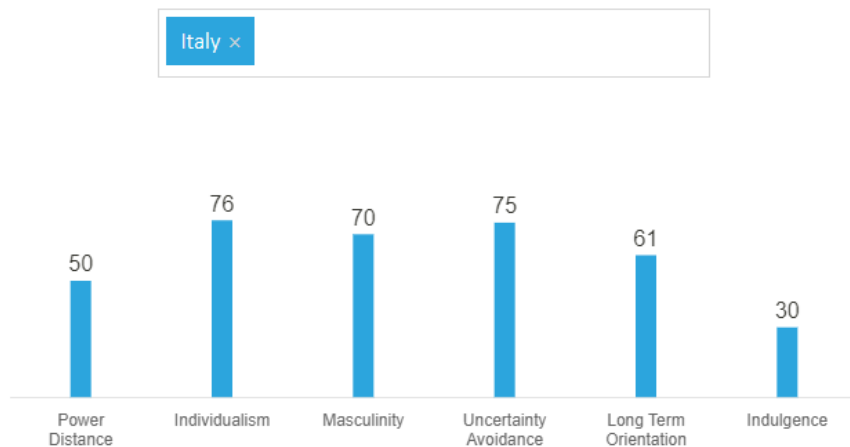


Figure 1 (Source: hofstede-insights.com, 2022)

Power Distance

With score of 50, Italy prefers equality among all with decentralised power of decision making in society.

Individualism-Collectivism

This dimension deal with the I or We approach adopted by society. Thus, with score of 76, Italian people are highly individualistic people and prefer their own ideas to remain motivated and like to do things their way.

Masculinity-Femininity

With a score of 70, Italy is a highly masculine society that is driven by a success-oriented approach, as demonstrated by symbols such as a big house or expensive car and competing with colleagues in professional life.

Uncertainty avoidance

From the score of 75, it can be determined that Italian society believes in avoiding uncertainties by planning to tackle ambiguous situations.

Long term orientation-short term orientation

With a score of 61, Italian society is highly pragmatic, which means Italian people believe that truth is present in the situation or given context. As a result, Italian people are able to adapt themselves to the changing conditions around them.

Indulgence-Restraint

With a low score of 30, Italian culture is a restraint culture due to which they are closer to cynicism and pessimistic thinking, and they are not much interested in spending leisure time.

Country B

Algeria is a country situated in North Africa and famous for its hospitality, climate and the Sahara Desert. Moreover, Algerian art, literature, music, and cuisine are also famous due to the influence of a mixture of Arabic, French and Tamazight history.

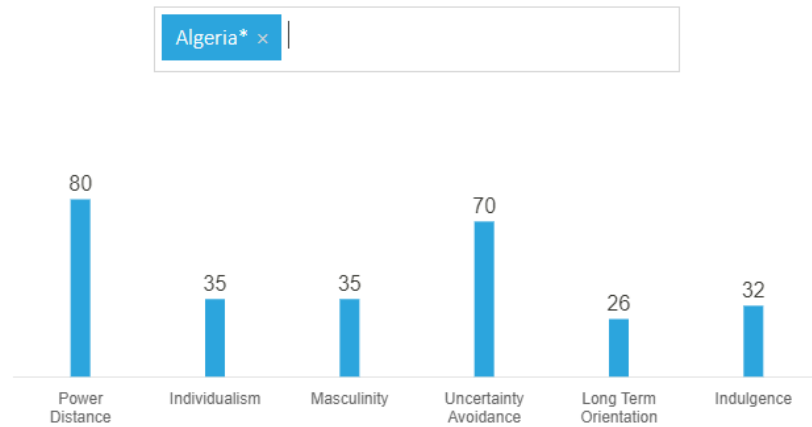


Figure 2 (Source: hofstede-insights.com, 2022)

Power Distance

In this dimension, Algerian society scored 80, with this high score, Algerian individual accepts the power distance and adopts the hierarchy system due to which inequalities are present in the society.

Individualism-Collectivism

A score of 35 determines that Algerian culture is collectivist, where every individual who fosters relationships takes responsibility for one another and protects their close ones.

Masculinity-Femininity

With a score of 35, Algerian society is a feminine society. Therefore, Algerian people work to support their families and avoid getting into conflicts through negotiations and compromises.

Uncertainty avoidance

A score of 70 determines that Algerians prefer avoiding uncertainties present in the situation and are reluctant to implement any changes in their lives.

Long term orientation-short term orientation

A score of 26 determines that Algerian society has a normative culture as they prefer to see the truth before making decisions.

Indulgence-Restraint

A score of 32 defines Algerian culture as restraint, pessimistic thinking, and controlling their desires.

Country Analysis

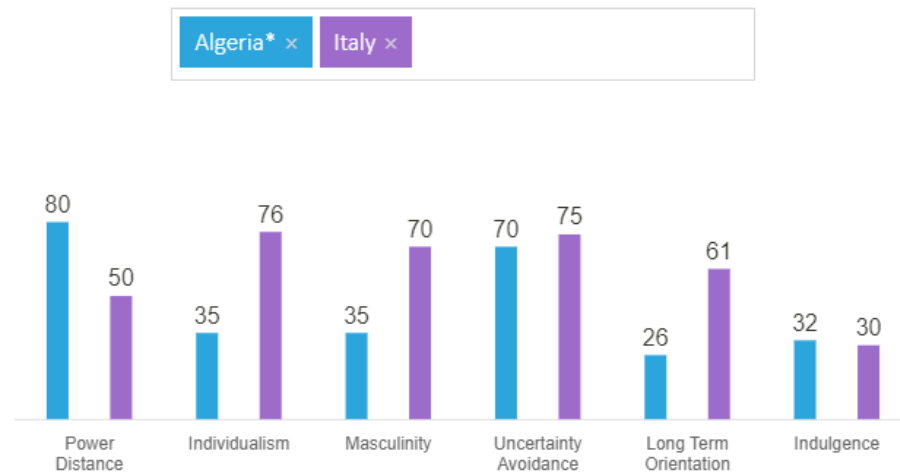


Figure 3 Algeria and Italy's cultural score

There are several differences in the culture of the two countries. The topmost is a difference in religion and ways of greeting. For instance, Algerian culture maintains the distance between high-power and low-power individuals as compared to Italian culture, where equality amongst all is promoted. Therefore, high-power individuals in Algeria often reduce their interaction with common people as compared to high-power individuals in Italy who maintain regular interaction with the people.

Similarly, there is a difference in working style, as Algerian people work collectively as compared to Italians who prefer individualism. Thus, Algerian people work and travel in groups as compared to Italians who travel individually. In addition, Algerian society is highly feminine as they care for their loved ones, whereas Italian society is highly masculine that focuses on a success-oriented approach. Hence, Algerian people think about their families first as compared to

Italian who seek individual comfort. However, both share similarities in uncertainty avoidance and indulgence. Whereas Algerian people demonstrate short-term orientation as compared to Italians, who prefer long-term orientation. Due to this, Algerians have a proportion for making future savings compared to Italians who save for the future.

Beugelsdijk and Welzel (2018) state that people living in high power distance societies prefer a hierarchy based on the levels of power an individual has in the society. In contrast, Wang and Franti (2022) found that treating everyone equally is a common trait in the low power distance societies. Similarly, Minkov and Kaasa (2022) discussed that individualistic societies like to work on their own ideas rather than taking dictation from others. As compared to the collectivist societies, where people support each other by sharing responsibilities. Moreover, Girlog (2020) found that masculine societies promote competition among their members to be successful. Whereas Sattorovich (2020) stated that feminine societies dominant values for the people are caring for others while going with the flow.

Moreover, Al-Adwan et al. (2022) stated that uncertainty avoidance is a trait of society which they have developed through beliefs to deal with uncertain situations in their lives for which they have active planning. Further, Bukowski and Rudnicki (2019) discussed that the short-term orientation of society reflects their way of spending and seeking quick results for their efforts. Similarly, Kalali (2022) found that long-term-oriented societies make their efforts for long-term benefits. Lastly, indulgence deals with the freedom to enjoy the life. Therefore, societies highly indulgent tend to enjoy their lives with minimal restrictions (Guo et al., 2018). Whereas the restraint societies suppress enjoyment as they are more likely to make compromises (Escandon-Barbosa et al., 2021).

Hotel Handbook

Do's for dealing	Don'ts' for dealing
Greet with a firm handshake and hold hands after handshakes.	Leave hands before the guest.
Greet with Salam	Greeting with Hello
Arrangements for family	Arrangements for individual
Dinner and lunch arrangements for groups	Individual servings
Present Juices or milk	Present liquor or alcohol
Call with title	Call with name
Present fork for stew	Present spoons for eating
Use the right hand for giving and taking	Use left hand for giving and taking
Instructions in Arabic or French	Instructions in English
Arrangements for prayers	Disturb during prayers
Treat as per the rank	Treat everyone equally

Conclusion

To conclude, both Italy and Algeria are different from each other, due to which there is a special need to deal with Algerian guests in Italy. This is because it will be more dominant to deal with Algerian guests as per their traditions, due to which their experience with the Italian Hotel will enhance, and they will feel valued.

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