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EXECUTIVE SUMMARY

The present paper will discuss about the cross-cultural barriers and also the cultural differences that are, and to be exemplified, Turkish culture will be taken into discussion. Hofstede's theory will be discussed and presented as well applied as a comparison between UK and Turkey. The Hilton Garden Inn study highlighted the importance of cultural awareness and overcoming communication barriers. The study participants, Turkish tourists, had different levels of cultural awareness and communication skills. The report also provides information about the hotel's customer service. The entire report will focus around the Turkish culture and the Hofstede theory will be applied as well.

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INTRODUCTION

Culture plays an important role in assessing the impact of expert and client worldviews. Culture is an important part of service delivery because of how services are delivered and received (Kohli, H.K., R. Hoover and A.S. Paul, 2010). To be viable, social workers must have social awareness, interpersonal skills and cultural composure. Social workers need to be culturally aware because it is as much about knowing ourselves as it is about our values, beliefs and perceptions. Cultural awareness is important because it helps you make fewer bad decisions, learn how to make better decisions, and get along better with others. Cultural awareness is important on a personal level for personal and professional reasons. When people are aware of their culture, they can face cultural diversity and have a successful social life. However, career advancement in culturally diverse workplaces is aided by professional cultural awareness (Altai, 2005). One of the barriers that are actively being addressed to participate in the global hotel industry is the language barrier. The importance of cultural sensitivity and intelligence is reflected throughout the article. It also presents Hofstede's theory, focusing on the need to overcome cultural barriers and the do's and don'ts of hotel staff. The choice of Turkey as an international country may be influenced by the cultural and linguistic differences between Romania and Turkey. These differences are taken into account when meeting the needs of hotel guests. This study highlights the importance of focusing on the interests of Turkish guests.

CULTURAL SENSITIVITY AND INTELLIGENCE

Cultural intelligence and sensitivity - importance

Cultural awareness, sensitivity and competence are interrelated as they all promote cultural tolerance and intercultural competence. Three concepts are essential to enable people from different cultures to interact and understand each other. Cultural sensitivity, for example, allows people to see that all cultures are not the same. Cultural sensitivity, including cultural intelligence, is important from the hotel and staff perspective. According to Göl & Erkin (2018), hotel management can focus on expanding the range of services and improving overall customer satisfaction to remain competitive. Frasset al. (2018) found that hotels with staff who value improving cultural intelligence have a better overall reputation. Thus, it bridges cultural differences between colleagues and allows the company to adapt to customer preferences. On the other hand, it can help improve peaceful interpersonal relations and increase global relations with certain countries. Cultural sensitivity develops mutual understanding among hotel staff, allowing them to better serve guests and interact with them according to their preferences. Understanding actual cultural differences as well as cultural perceptions, attitudes, and beliefs is cultural awareness. It helps people understand the differences between themselves and people from other cultures, especially in terms of values and attitudes.

Service implication for guests

Hilton Garden Inn services can lead to competitive markets with a focus on improvement through effective communication in multiple languages. A questionable hotel's reputation can be improved by taking the utmost care of guests, paying attention to environmental cleanliness, and providing quality dining services (Insider, 2017). The language barrier between the company and its international customers is one of the disadvantages to consider.

THE HILTON INN DEPARTMENTS

A receptionist is a person who greets and greets guests upon arrival at a hotel. They talk to them and provide details about the property (Akgunduz et al., 2021). There is a significant communication gap between tourists in Turkey and tourists from other countries due to language barriers. As a result, hotels are required to provide their staff with language education and training.

The hotel staff takes care of each guest's personal needs and offers door-to-door service. Customers in Turkey need multiple channels to discuss issues directly with the staff. Future housekeepers will benefit from learning cultural gestures because they will better understand the nuances they express.

Despite the fact that the restaurant serves authentic food, Turkish kebabs and koftes are popular in Turkey. Language restrictions prevent people from freely expressing their choices. Given the circumstances, the hotel should prioritize hiring interpreters and provide excellent service to foreign guests.

DO's and DON'Ts

DOs	DON'Ts
Try to be generous with your time and open to building relationships. Turks often go out of their way to make newcomers feel welcome. It is important to give a legitimate excuse if you cannot or do not want to participate in order to avoid a Turk taking offence to the rejection.	Do not call Turks Arabs or assume that they speak Arabic. Turkish and Arab cultures are highly different, and some people find it difficult or even unpleasant when the two are mixed up.
Respect people's religious beliefs and make accommodations so that they can practice religious rituals such as prayer, fasting, and dietary choices. However, keep in mind that not all Turks are Muslims.	Turkish nationalism should not be underestimated. Many Turks have a strong sense of national pride, and criticism of the country, culture, or flag can be extremely offensive.
Provide any criticism or advise in an indirect manner, preferably through a third party. This refers to remarks about a Turk's personal character as well as items with which they are affiliated (i.e. their country or family). Some people may be easily offended by criticism that points out flaws.	Never criticize Mustafa Kemal Atatürk, the Turkish Republic's founding father. Many people still revere his image and memory. Unless you are fully educated, avoid criticizing or providing your opinion on Turkish politics or the President.
Put on modest clothes. Some Turks may cross this line themselves. However, it is recommended to wear in garments that cover your legs, chest, and shoulders to give the greatest impression and prevent unwanted attention.	Do not assume that Turkish Muslims adhere to a strict understanding of Islam. Non-Islamic behavioural patterns are widely accepted in society (e.g. drinking alcohol). Furthermore, keep in mind that not all Turks are practicing Muslims.

Table no. 1 Do's and Don'ts (Source: culturalatlas.sbs.com.au, 2022)

HOFSTEDE'S cultural dimensions theory

One of the important aspects of Geert Hofstede's 1997 cultural dimensions theory is the idea of communicating across cultural barriers. It links cultural values to individual behaviour and emphasizes the cultural values of society (BBC, 2019). As a result, business practices and interpersonal relationships have been shown to be influenced by cultural differences between countries (Hofstede, 1984).

The expression "the power of distance" refers to the social distinction that is tolerated and accepted in many cultures. This, according to Hofstede, shows that the massive power disparity may have an influence on complicated behaviour (Bruin, 2017). Customers may be efficiently served, for example, by the Hilton Garden Inn Bucharest Old Town, which focuses on reducing socioeconomic differences among its clientele. Uncertainty avoidance: According to Hofstede's thesis, this may be related to the dread that one may have while entering a new place (Fras-Jamilena et al., 2018). A Turkish tourist traveling in Romania, for example, may believe they are in danger due to linguistic and cultural barriers.

Individualism and collectivism: In contrast to individualism, collectivism emphasizes the importance of social units such as the family. Conformity focuses more on one's own desires. For example, a recent hotel in the UK caters exclusively to Japanese families on holiday elsewhere in Europe. On the other hand, individualism refers to the focus on individual choice and freedom.

Masculinity and feminism - The difference between men and women highlights the importance of finding a middle ground between the needs of the feminine and masculine aspects of society. As mentioned above, when hotels implement this policy, they can increase their capacity for guests whose gender preferences are taken into account in the services offered.

Long-term orientation - This is Hofstede's final hypothesis, which explores how different cultures see the past and the future differently. This approach to breaking down interpersonal barriers is primarily student-centred (Nickerson, 2022). For example, Turkish tourists who have visited the UK say that the service there is the best in the world and they want to return home as soon as possible.

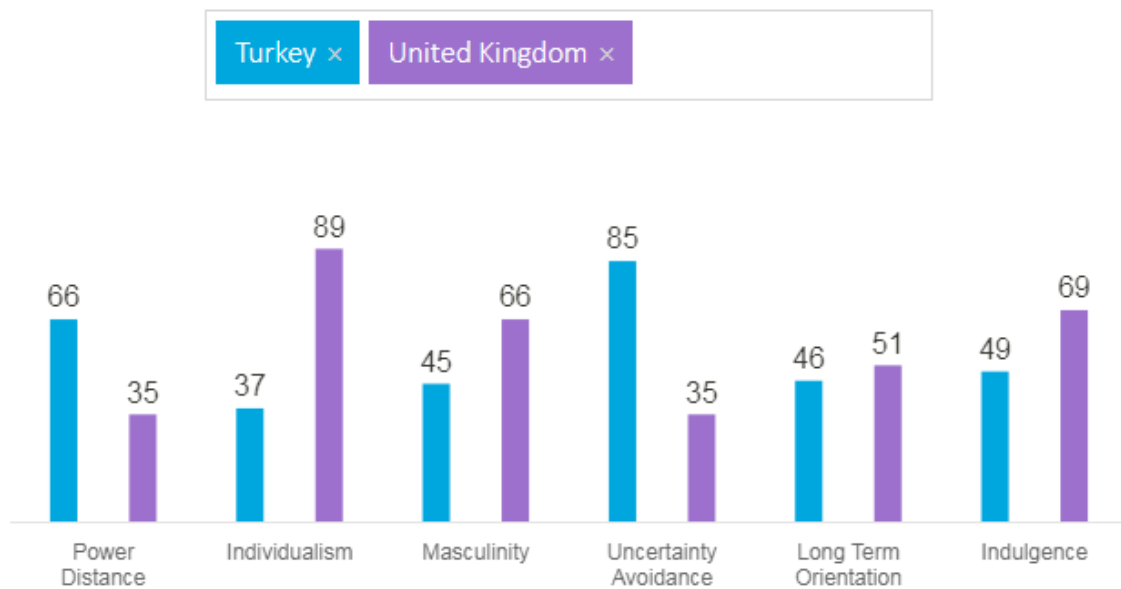


Fig. no.1. Hofstede theory UK vs Turkey (Source: hofstede-insights.com, 2022)

The top ranking as the highest difference is on UK side as 89 for individualism vs Turkey which is a collectivistic society, with a score of 37. This implies that the "We" is significant; people belong to in-groups (families, clans, or organizations) that look after one another in exchange for allegiance. Communication is indirect, and group cohesion must be preserved; open disputes are avoided. The connection has a moral foundation, which always takes precedence over job completion. To build a trusting connection, time must be committed at first. Nepotism may be more common. In the corporate world, feedback is usually indirect.

Turkey scores 85 on uncertainty avoidance, indicating a significant need for laws and regulations. A variety of rituals are used by people to reduce anxiety. For foreigners, the many references to "Allah" may appear religious, but they are often just traditional social patterns used in specific situations to relieve tension.

Turkey has a high-power distance dimension (66 points), indicating that the Turkish style is characterized by: Employees expect to be instructed on what to do. Supervision is expected and managers are formally reviewed. The flow of information is selective and communication is indirect. A similar structure can be seen in family units where fathers act as a form of patriarchy where others are subservient.

CONCLUSIONS

Because Hilton Garden Inn personnel are now learning different languages from across the world, they will be able to serve guests visiting from Turkey or anywhere else. It is the management authority's job to take the initiative and set up foreign language classes for personnel (Windon, 2020). As indicated in the preceding phrase, it will improve the hotel's image in the global market. The study emphasized the cultural and sensitive intelligence necessary to recruit guest services from other countries. Turkey has highlighted the wide cultural differences that exist. The article discusses several hotel areas and offers advice on what staff should and should not do in such divisions. Turkish culture is not one that can add problems within the hospitality domain.

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