

Module Name & code: Foreign language and Cultural Awareness

BMIH 5003

Student Name & Number: ana Sofia Andrade (2026882)

Lecturer Name: Rodrigo F. Aguilera

Executive summary

Scientists have expressed the concept of culture in many ways. It is generally acknowledged that culture consists of a particular form of life for a specific civilization and that this way of life is transmitted from generation to generation. Hofstede equates culture to psychological software installed in individuals' minds. This tool allows users to differentiate between representations of one community or group of people and those of another community or group of people (Hofstede, 2011). In addition, culture is a kind of communication in diverse manners, behavioral conventions, and distinct perspectives should not be a shock. Culture involves not just language, art, history, and traditions but also behavior.

Consequently, culture informs our actions and responses during interpersonal communication. Sweden, one of the most well-known countries in Scandinavia, is frequently characterized as a socially developed, technologically sophisticated, prosperous, and thriving welfare state. Like every other nation, Sweden has its own particular culture, which the interaction of numerous social groupings has shaped since antiquity. Today, we live in the era of globalization, characterized by the opening of tens of new international hotels worldwide every day and the incorporation of employees from many cultural backgrounds. Even though different cultures may share certain similarities, their business cultures may be vastly different, which might provide obstacles. One of the most renowned psychoanalysts, Geert Hofstede, is also the inventor of the multidimensional theory. This theory addresses the business-related actions of individuals from diverse cultural backgrounds. According to Hofstede, the patterns of a nation's hospitality business may be defined by six dimensions; each dimension can be measured, and the results can be compared with those of other cultures (Mazanec et al., 2015).

Hotel location Sweden

Lydmars Hotel, a business in Sweden. In Sweden, the cultural handshake is the most typical way to greet someone in Sweden. Direct eye contact and a firm handshake are the norms. When entering or departing a social gathering, most adults will extend a handshake to everyone in attendance. People generally use their first names while addressing one another. Only in the most formal of settings should one use a title. Sweden has little power distance, meaning that people are independent and practically all have equal rights. In decentralized Swedish organizations, employees rely on managers' knowledge to make decisions. Swedish employees accept hierarchy in the job since it's convenient; therefore, it shouldn't surprise individuals from other cultures to witness a Swede speak casually with upper bosses. Swedish employees want to be consulted during crucial decision-making, and Chief executives have it too. Individualism was given a score of 71 in Sweden. Employees and employers in Swedish companies have a unique relationship based on mutual benefit, in which employees do their best for the firm and executives do their best for their employees (Andersson et al., 2011). The company's performance highly influences recruitment and career progression in Swedish companies. Sweden has 5 points, meaning it's a Feminine society. Swedish society values a balance between professional and personal life. People work hard but also make time for themselves and their families. Swedish people have several national holidays, such as Midsummer, Holy Saturday, and the crayfish festival. Swedes consider education a powerful means to prepare for future problems, not ancient customs. Sweden's schools and universities are free. Normative Swedes respect traditions, especially on national holidays. Sweden has a score of 78, which makes it an Indulgent society. Even though Swedes like to be alone, they celebrate holidays, festivals, and parties. Because of this, Swedes like to party so much. In Sweden,

people's wants and needs come before anything else. If they want to do something, they do it, no matter what other people think.

Hofstede's dimensions	points	Sweden Index
Power distance index	31	Low power distance
Individualism versus Collective	71	It is an individualist society
Masculinity versus femineity	5	It is a feminine society
Uncertainty avoidance	29	The common preference for uncertainty avoidance
Pragmatic versus Normative	53	Sweden is a sensible society
Indulgent versus Restraint	78	It is a pure indulgent society

Guest country Japan

Japanese people bow when meeting. You can bow by nodding or bending your waist completely. More profound, longer bows indicate respect; quick nods are more casual. When greeting, individuals bow on tatami (McMurray, 2018). Bow to thank, apologize or beg. Foreigners aren't expected to bow appropriately in Japan. In international commerce, handshakes aren't always necessary. Introduce yourself with a business card at a formal encounter. Japan is ranked 54 for its very slow business decision-making. Japan ranks, making it fourth in individuality. Losing face is shameful in Japan, a collectivistic society. The group's unity comes before individual opinions. By Western standards, the Japanese are collectivists; by Asian means, they're individualists. They're quieter and more discreet than other Asians. In Japan's masculine society, employees are most

motivated while fighting for a winning team. Japan's quest for excellence and perfection in material production (installations), material services (hotels and restaurants), and presentation (gift wrapping and food presentation) is also a manifestation of masculinity. Workaholism is another aspect of Japanese masculinity. In Japan, the Masculine norm of long and arduous labor hours hinders women's business advancement. Japan is one of the world's least risk-averse countries. Earthquakes, tsunamis, typhoons, and volcanic eruptions are examples. This is blamed on Japan's natural calamities. The Japanese become ready for everything as a consequence. Having an emergency plan and planning for natural disasters isn't enough for society. In Japan, everything is choreographed for the predictability. From birth until death, there are rites and celebrations. Each school year in Japan begins and ends with similar ceremonies. Etiquette books outline how to dress and act during weddings and funerals. Japan is a blip in human history. From this vantage point, the Japanese feel dread. You can only do your best once. Japanese have never heard of an all-powerful deity. Values and examples shape a person's life. Long-term orientation is obvious in corporate Japan, where Investment spending stays high even amid economic crises, and market share increase is prioritized over quarterly earnings. All help companies. Firms should be stewards of their stakeholders and society rather than quarterly profit sources for shareholders. 42 indicates that Japanese culture is restrained (Seleznyov et al., 2021). Poor communities are more cynical and pessimistic. Restrained societies don't value leisure time and limit their demands, unlike Indulgent cultures. This viewpoint holds that cultural standards restrain conduct; hence gratifying desires is harmful.

Hofstede's dimensions	Index	Japan's status
Power distance	54	High power distance
Individualism	46	It is not an individualistic society
Masculine	95	Most masculine society
Uncertainty Avoidance	92	It is the most uncertainty-avoiding country.
Pragmatic versus Normative	88	Japan is a practical society
Indulgence	42	It has a culture of Restraint

STAFF HANDBOOK

This Staff Handbook has general information about the Employer's rules, ways of doing things, and benefits.

- Maintain a clean appearance that helps promote the hotel's image to all guests.
- Regulations on what is acceptable to send into the linked globe, where past, present, and future consumers and providers will be observing.
- Managers typically provide staff with free or discounted meals and drinks. The team will feel valued and respected and may push certain menu items better after tasting them.
- Hotel personnel must interact adequately with colleagues and guests to deliver good service.

- Every employee must observe local food safety rules and regulations. Sick employees should remain home to avoid infecting others and guests.
- As restaurants commonly recruit part-time workers, the hotel staff's Handbook must incorporate national employment laws to protect their rights.
- If your visitors worry about their stay, let them know you heard them and will move fast to make things right. Greet your guests with a kind, inviting grin and supply luxurious linens.

Dos and Don'ts" for hotel staff

DOS	DON'T'S
Always welcome visitors and employees with a beaming smile and a pleasant expression.	Do not pass judgment on one visitor based on the behavior of another.
Make sure the guest feels safe and at ease.	Avoid using the pronouns "they" or "their" while addressing visitors.
Every time you see a guest, show them that you care.	When conversing with a guest, keep your hands out of your pockets.
Invariably, once you've identified the guest, address them by name and title both times.	When conversing with guests, avoid leaning against the counter.
Maintain a clean appearance, but don't appear harsh or stern to your guests.	Guests should not be hurried in any way. Spend some time with them.
Assist the guest whenever possible.	Keep your concerns to yourself, and don't burden your guests with them.
At all times, speak clearly and regularly to the guests.	Do not debate with your visitors on religion or politics.

References

ANDERSSON, T., KAZEMI, A., TENGBLAD, S., & WICKELGREN, M. (2011). NOT THE INEVITABLE BLEAK HOUSE?

THE POSITIVE EXPERIENCES OF WORKERS AND MANAGERS IN RETAIL EMPLOYMENT IN SWEDEN. RETAIL

WORK, 253-276.

HOFSTEDE, G. (2011). DIMENSIONALIZING CULTURES: THE HOFSTEDE MODEL IN CONTEXT. ONLINE READINGS IN

PSYCHOLOGY AND CULTURE, 2(1), 2307-0919.

MAZANEC, J. A., CROTTS, J. C., GURSOY, D., & LU, L. (2015). HOMOGENEITY VERSUS HETEROGENEITY OF

CULTURAL VALUES: AN ITEM-RESPONSE THEORETICAL APPROACH APPLYING HOFSTEDE'S CULTURAL

DIMENSIONS IN A SINGLE NATION. TOURISM MANAGEMENT, 48, 299-304.

McMURRAY, D. (2018). IMPROVING HOSPITALITY FOR VISITORS TO JAPAN. THE IUK JOURNAL OF

INTERCULTURAL STUDIES, 19(3), 149-158.

SELEZNYOV, S., GOEI, S. L., & EHREN, M. (2021). INTERNATIONAL POLICY BORROWING AND THE CASE OF

JAPANESE LESSON STUDY: CULTURE AND ITS IMPACT ON IMPLEMENTATION AND

ADAPTATION. PROFESSIONAL DEVELOPMENT IN EDUCATION, 1-15.