



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Foreign Languages & Cultural Awareness

Cultural Awareness Assignment Preparation

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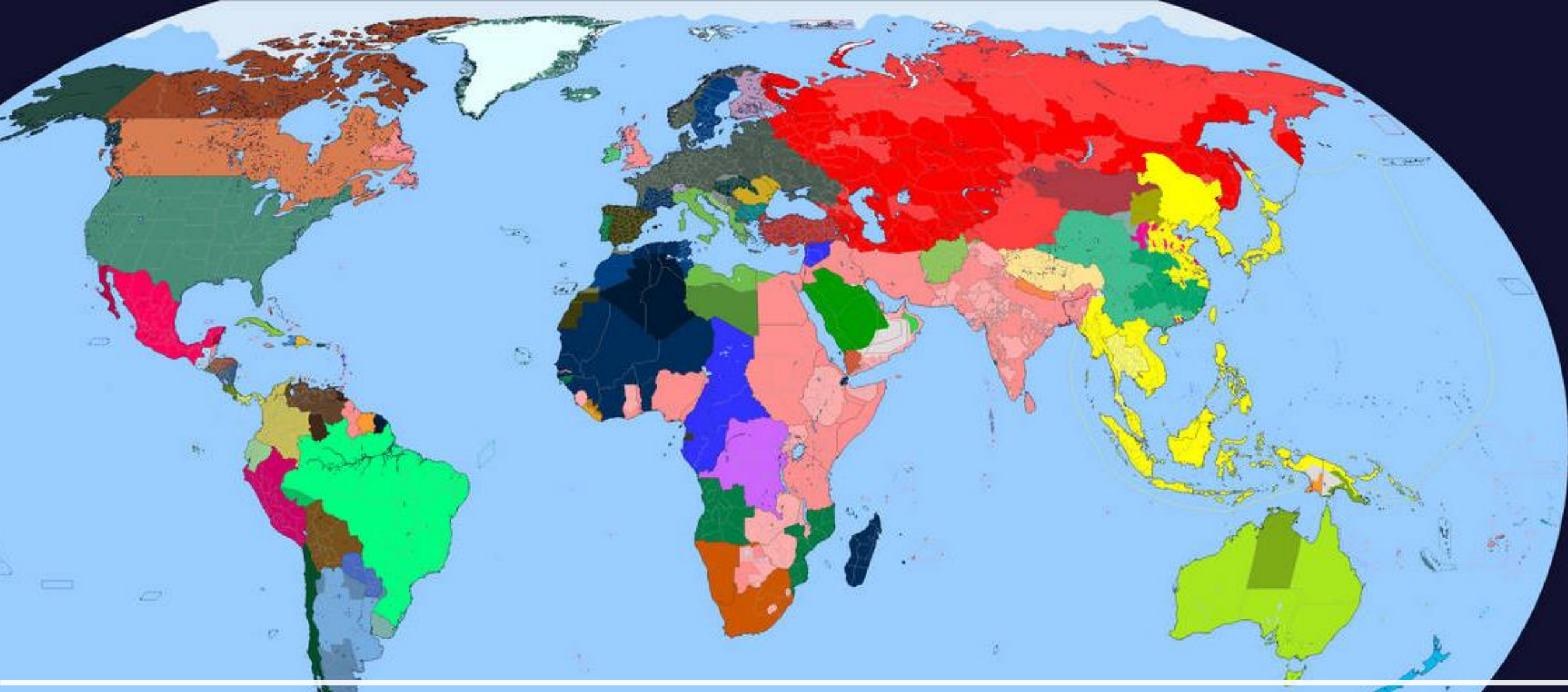
Assignment Criteria

See the brief in the
Module Handbook (see
Moodle/Teams)



✓ Task

- Students are to compile a report for hotel staff to help them to prepare and manage the guest experience for international visitors.
- Using relevant cross cultural theories and models, begin by critically evaluating why cultural intelligence and sensitivity is essential for hotel personnel before focusing on the hotel guest service implications for guests from ONE international country of your choice and ONE of the STUDIED LANGUAGE (Germany).
- Please consider relevant hotel departments/functions and how they might need to adapt their service delivery to accommodate the guests' specific cultural norms and requirements.
- Summarise the above in a table of 'Do's and Don'ts' which can act as a briefing document to relevant staff in the hotel.
- Use a report format for your work (1000 Words)



Choose ONE Country

Hofstede Insights Country Comparison Tool

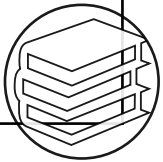
1. Select your second country for your Assignment Case Study
2. Use the Hofstede Insights Country Comparison tool to understand the value of the 6 cultural dimensions for your chosen case studies
3. Once you have all of the 6 dimensions, this will provide the framework to describe the values of your chosen Country A (Hotel location) and your Country B (your visitor from another culture)
4. The dimensions will allow you to use a theoretical platform for your analysis of the cultural values and differences for each country
5. Once you understand the values and differences between Country A and Country B - this will generate the handbook required for training the hotel staff

Access link Hofstede Insights Country Comparison tool: <https://www.hofstede-insights.com/country-comparison-tool>

Grading Criteria

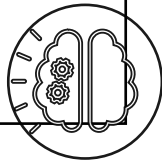
- Engagement with Literature

10%



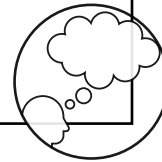
- Knowledge and Understanding Skills

20%



- Cognitive & Intellectual Skills

30%



- Practical Application Skills

30%



- Transferable Skills for Life & Professional Practice

10%



Suggested Framework

- Title Page (student name/ID, module name/code etc.)
- Executive Summary
- Contents Page
- Introduction Country A (Hotel location)
- Country B (guest's home country & culture)
- Country Analysis
- Hotel Handbook (do's & don'ts)
- Conclusion

Executive Summary

- Tell me what the report will be examining – the country and the cultural differences to provide the handbook for staff to be successful in the hotel service delivery.
- Explain why an understanding of culture is essential for a successful hotel's operation and guest hospitality experience.
- Summarise key findings here – a one page summary of the whole report
- Not included in word count

Introduction



INTRODUCTION



HOFSTEDE (THE THEORISTS)



HOW THE REPORT WILL FOCUS ON THE APPLICATION OF
THE HOFSTEDE MODEL ON CULTURAL DIFFERENCES



‘THIS REPORT WILL...’ & SUMMARISE TASK – THAT’S IT!

Country A Hotel location (Germany)

Tell me what country it is – tell me about the culture of your country

Use Hofstede model to examine

Tool on Moodle

You can also insert the table into your report for reference.

Knowledge & Understanding

Country B

(GUEST'S CULTURAL
BACKGROUND)

Introduce the country & its culture

Use Hofstede model to examine country

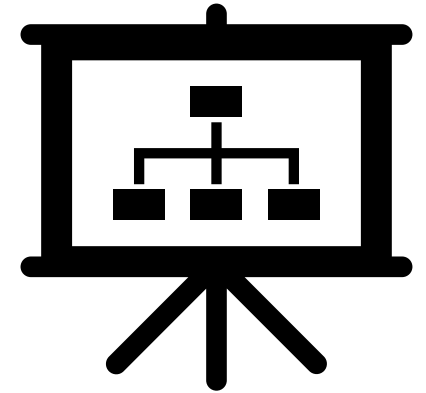
Tool on Moodle

You can also insert the table into your report for reference.

Knowledge & Understanding

Country Analysis

- Comparison Analysis
- Critical Analysis
- Use the tool and compare the two and any significant differences that could be misunderstood or a service failure if a hotel employee got it wrong !



Hotel Handbook

- This will give the hotel employee a Do's and Don't list.
- This can be displayed in a table
- This is where you demonstrate a bullet point type summary for teaching staff in country A and staff in country B how successful they can be with a 'summary sheet' to understand the culture
- You are providing them a handbook for training purposes in understanding cultural behaviour and delivering the appropriate service to guests of each country
- e.g. hand shake – is this a factor for your countries? Tell me what would be the way to hand shake in country A or country B

Conclusion & Professional

Practice - Bring to a Close

Ensure you have addressed all points in all sections

Report – Is it orderly? Does it answer the assignment?

Spell Check

Bibliography



PROOF READ BEFORE
SUBMISSION



CHECK YOU'VE
ADDRESSED THE TASK



BRIEF CONCLUSION –
NOTHING NEW

ASSIGNMENT DUE

16th June 2023, BY 23:59

QUESTIONS?



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