

Week 1 – Introduction to the Module

Module Lead:
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Foreign Languages & Cultural Awareness (BMIH5003)



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

200
1822 - 2022

Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again.

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and “present” your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2.**
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

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Today's Agenda

About Me

Who are you?

Introduction to the Module/Module Aims

Assessments

What is Cultural Awareness?

Why do Hotel Managers need to understand different cultures?

About Me



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

Lisa Bassler BA (Hons)
Lecturer/Module Lead
Placement Tutor

Email [L. Bassler@uwtsd.ac.uk](mailto:L.Bassler@uwtsd.ac.uk)

Working Hours
Monday - Thursday 8.30am - 5.00pm
Friday 8.30pm - 4.30pm

Emails will be responded to within 48 hours*

*of the working week

**HOSPITALITY
AND
TOURISM
MANAGEMENT**

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

Who are you?

- Who are you?
- Where do you come from?
- How you identify yourself?
- Something specific about your culture
- Something about British/Welsh culture



Introduction to the Module

- Module Aims
- Assessments

What is the Module about?



(Litmos Heroes, 2019)

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Module Aims

By the end of this module, you should be able to...

Foreign Languages

- Communicate effectively in both written and spoken language within the set of hospitality, business and professional context

Cultural Awareness

- Comprehend and gain an understanding of different international customs and culture in order to enhance the guest service experience

What will you learn?

- ✓ How did the concept of culture develop and how is it used?
- ✓ Which aspects of culture have become regulators of human life and how do they shape identities?
- ✓ What are the differences between subcultures, cocultures, and subgroups?
- ✓ What are, from a cultural perspective, some definitions and components of communication?
- ✓ What are the media of intercultural communication?



personal

- Your personal background
- Knowledge of other cultures



study

- Research to develop knowledge and understanding



result

- Intercultural communication competence

Assessments

ASSESSMENT – Foreign Languages (75% weighting)

Assessment Component 1

(Tick one)

☐

Written exam

☒

Coursework

☐

Practical

Mode of assessment	Volume	Weighting
Portfolio of written and speaking tasks	4 Assessments	75%

ASSESSMENT – Cultural Awareness (25% weighting)

Assessment Component 2

(Tick one)

☐

Written exam

☒

Coursework

☐

Practical

Mode of assessment	Volume	Weighting
Written Report	1000 Words	25%

Assignment 1

BA DEGREE ASSIGNMENT SPECIFICATION SCHOOL OF INTERNATIONAL HOTEL MANAGEMENT			
Student name:		Student P number:	
Programmes:	BA International Hotel Management		
Module:	Foreign Languages	Module Level (4, 5, 6):	5
Module code:	BMIH5003	Contribution to Overall Module Assessment (%):	75%
Lecturer:	Lisa Bassler, Heidi Prosser	Internal Verifier:	Lola Villard-Coles
Assignment Title:	Portfolio	Assignment No:	1
Hand Out Date:	8th January 2024	Submission:	9th February 2024 by 23:59pm
Draft Submission:	2nd February 2024 by 5pm	Provisional marks & written feedback:	By 8th March 2024

Assignment 1

Portfolio

You must use the given assignment template for the completion of this Portfolio. The template can be accessed via Moodle. DO NOT make any changes to the assignment template, otherwise marks may be deducted.

Component	Content	Requirements	Weighting
1	PROFESSIONAL REFLECTION (500 words)	Reflection on cultural misunderstandings: <i>Briefly outline a scenario in which a F&B employee might have a cultural misunderstanding with a hotel guest, e.g. based on language etc.. Using first-person, explain how cultural misunderstandings can occur, then reflect on the skills you need to develop or any <u>behavioural</u> changes you need to make, in order to prevent a cultural misunderstanding from happening in the future. Minimum of 3 academic references. Please specify if the misunderstanding is taking place in a hotel restaurant or bar, during breakfast/dinner service, and whether you are the person having the experience or have observed somebody else having the misunderstanding, e.g. whilst on your Level 4 placement.</i>	25%
2	TRAINING PLAN (500 words)	Write a training plan: <i>Based on the above reflection, present to your Level 4 Placement Hotel a staff training plan ensuring that all employees are equipped in dealing with similar situations in the future. First and third-person writing welcome. Minimum of 3 academic references.</i>	25%

Assignment 1

3	STUDENT SELF-REFLECTION (500 words)	Reflection on your self-development: <i>Using a self-reflection model of your choice, critically reflect on your own understanding of the importance of cultural awareness within the hospitality industry. Ask yourself self-reflective questions: How did your understanding of the subject change over time? What did you learn as a result of the experience? Why is the experience important etc.? Support your work with concrete examples. Use first-person. Minimum of 3 academic references.</i>	25%
4	TRAINING PRESENTATION	Create a 6-slide training presentation: <i>Outline the benefits of multilingualism and the importance of language awareness skills for hotel staff. Refer to a modern European language of your choice for examples: Where is the language spoken? Is it hard to learn? What is considered to be polite/impolite in a business context? Provide direct examples from the hotel industry. The presentation is a working document for your Level 4 Placement Hotel. Add the hotel name/logo. Minimum of 5 academic references.</i> Present to your Module Tutor: <i>Present your 6-slide presentation as if you were to educate the hotel staff. The presentation should be 5 minutes long. You and your slides must be visible. You should present freely rather than reading off a pre-written script.</i>	25%

Presentation slots must be booked in advance (Week 5).

Assignment 2

BA DEGREE ASSIGNMENT SPECIFICATION			
SCHOOL OF INTERNATIONAL HOTEL MANAGEMENT			
Student name:		Student P number:	
<u>Programmes:</u>	BA International Hotel Management		
Module:	Cultural Awareness	Module Level (4, 5, 6):	5
Module code:	BMIH5003	Contribution to Overall Module Assessment (%):	25%
Lecturer:	Lisa Bassler, Heidi Prosser	Internal Verifier:	Lola Villard-Coles
Assignment Title:	Intercultural Competence Report (1,000 words)	Assignment No:	2
Hand Out Date:	29 th January 2024	Submission deadlines:	26 th February 2024 by 23:59pm
Draft Submission:	19 th February 2024 by 5pm	Return date of provisional marks & written feedback:	By 25 th March 2024

TASK DESCRIPTION: INTERCULTURAL COMPETENCE REPORT

You have been appointed as Assistant General Manager at the 5-star **Inclusivity Hotel & Spa** in **London, England (Anglo Cluster)**.

The Inclusivity hotel company's headquarters is in (*country of your choice**).

Prior to starting your new role, you are visiting the chosen country's hotel branch to learn about the hotel chain's operations, brand standards etc.

As some hotel employees of the chosen hotel location will be joining the hotel team in London from April 2024, you have been asked by the General Manager to prepare a 1,000-word report upon your return.

Within your report, you must discuss the following topics:

- **Outline the key differences between England and the chosen country** (in terms of culture, customs etc.)
- **Analyse and compare the two countries using the GLOBE Project's culture and leadership study**** (focus only on the *most relevant practices and values* for this scenario).
- **Critically discuss the challenges of intercultural leadership in the hospitality industry** (provide concrete examples as to where you see potential areas of conflict in managing a intercultural team by making links to the given scenario).
- **Provide 3 realistic recommendations for how the Hotel Management Team can overcome these challenges.**

***Side note:**

-You **must choose your hotel location from one of the following cultural clusters** defined by the GLOBE Project:

- Germanic Europe (e.g. Germany, Austria, Switzerland)
- Latin Europe (e.g. Italy, France, Spain, Portugal)
- Southern Asia (e.g. India, Philippines, Thailand)
- Confucian Asia (e.g. Japan, China, South Korea)
- Middle East (e.g. Qatar, Turkey, Egypt, Morocco etc.)

****Side note:**

-**Illustrations** (e.g. screenshots) **of the country scores from the GLOBE Project website** should be incorporated within your report. You must reference these accordingly using Harvard Referencing style.

Assessment 2 – Cultural Awareness (25% weighting) – Assignment Guidance

Use a report format (1,000 words). Third-person writing only.

The following report structure is recommended:

- **Executive Summary**
- **Content Table**
- **Introduction**
- **Main Body** (culture overview, GLOBE Project/country analysis, and then additional content which can be supported by illustrations, tables and graphs to support the written text)
- **Conclusion**
- **Recommendations** (bullet-points)
- **References** (minimum of 10 references)

The access link to the GLOBE Project's website can be found in the above reading list or accessed via Moodle. The GLOBE Project is part of the taught content.

The use of a culture study other than the GLOBE Project will result in a deduction of marks.

Students are expected to research their chosen country. The chosen country is to be discussed with the Module Tutor and confirmed as suitable for this assessment.

Cultural Awareness

- What is Culture?
- Definitions of Culture
- The Iceberg Theory

The background is a dark blue-grey color with a subtle, abstract pattern of light grey dots and thin lines, resembling a network or molecular structure. The dots are of varying sizes and are connected by thin, light grey lines, creating a complex, interconnected web across the entire frame.

What is Culture?

What is Culture?

a: the customary beliefs, social forms, and material traits of a racial, religious, or social group

b: the set of shared attitudes, values, goals, and practices that characterises an institution or organisation

c: the set of values, conventions, or social practices associated with a particular field, activity, or societal characteristic

d: the integrated pattern of human knowledge, belief, and behaviour that depends upon the capacity for learning and transmitting knowledge to succeeding generations

What is Culture?

“A set of basic assumptions – shared solutions to universal problems of external adaptation (how to survive) and internal integration (how to stay together) - which have evolved over time and are handed down from one generation to the next.” **(Schein, 2004:14)**

“Culture is the characteristic way of behaving and believing that a group of people in a country or region (or firm) have evolved over time and share.” **(Briscoe and Schuler, 2004:116)**

“The collective programming of the human mind that distinguishes the members of one human group from those of another. Culture in this sense is a system of collectively held values.” **(Hofstede, 1984: 51)**

What is Culture?

- There is no single definition but general consensus that culture refers to a pattern of **values and beliefs which inform attitudes and behaviours** and which **distinguish one group from another** and **binds them together**
- These values and behaviours are passed on to new members of the group as the right way to see, think, feel and act in given circumstances, referred to by Torrington (1994) as 'learned frameworks'
- Culture is not static but evolves over time
- We draw on many sources for our cultural identity, including gender, occupation, social class, workplace, religion, ethnicity



Understanding Culture – Is Multi-Layered

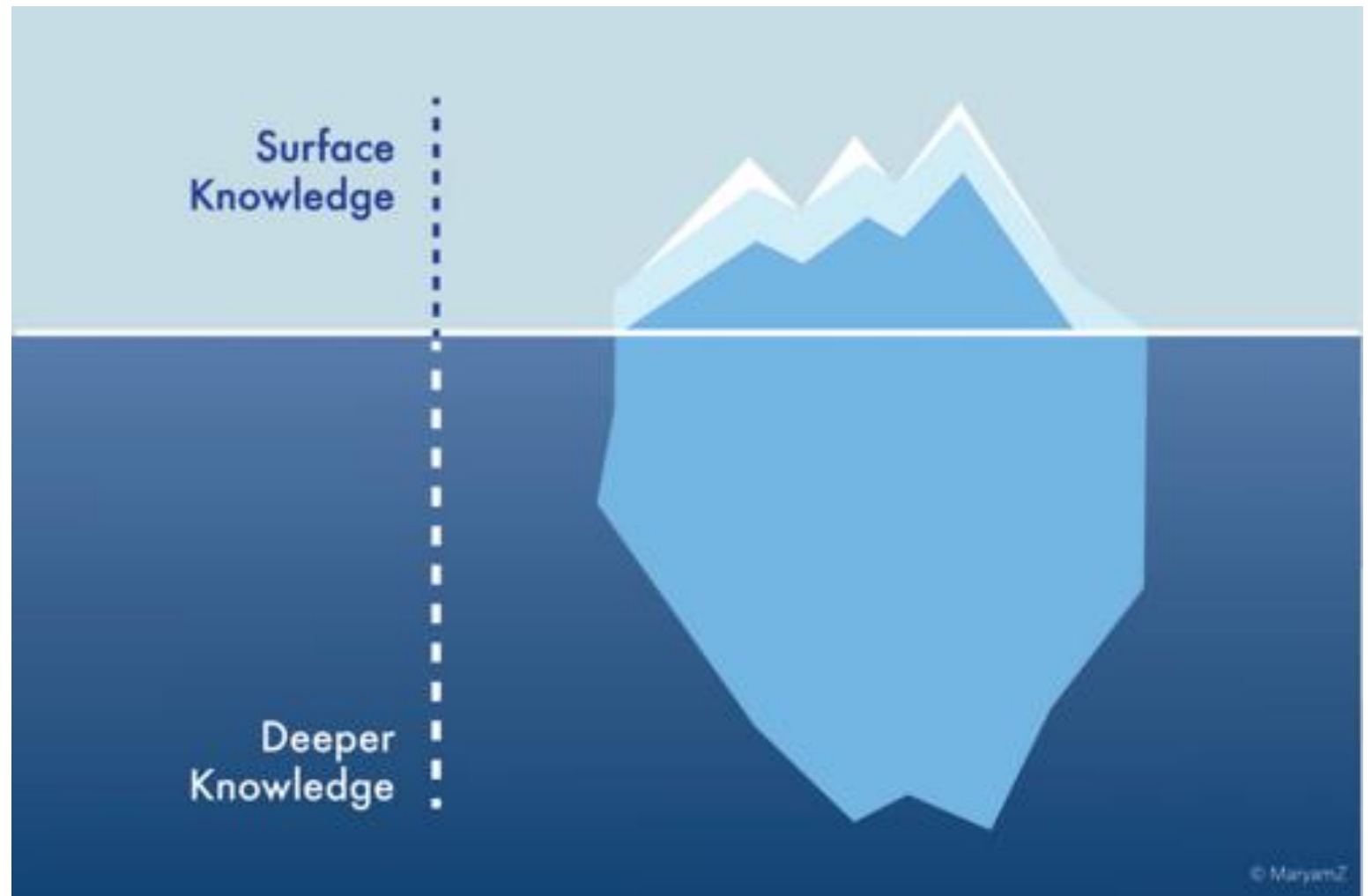
- It isn't easy to reach the deeper levels of culture and its meanings!
- What you see on the surface may mask differences below the surface!

Understanding Culture – The Iceberg Theory

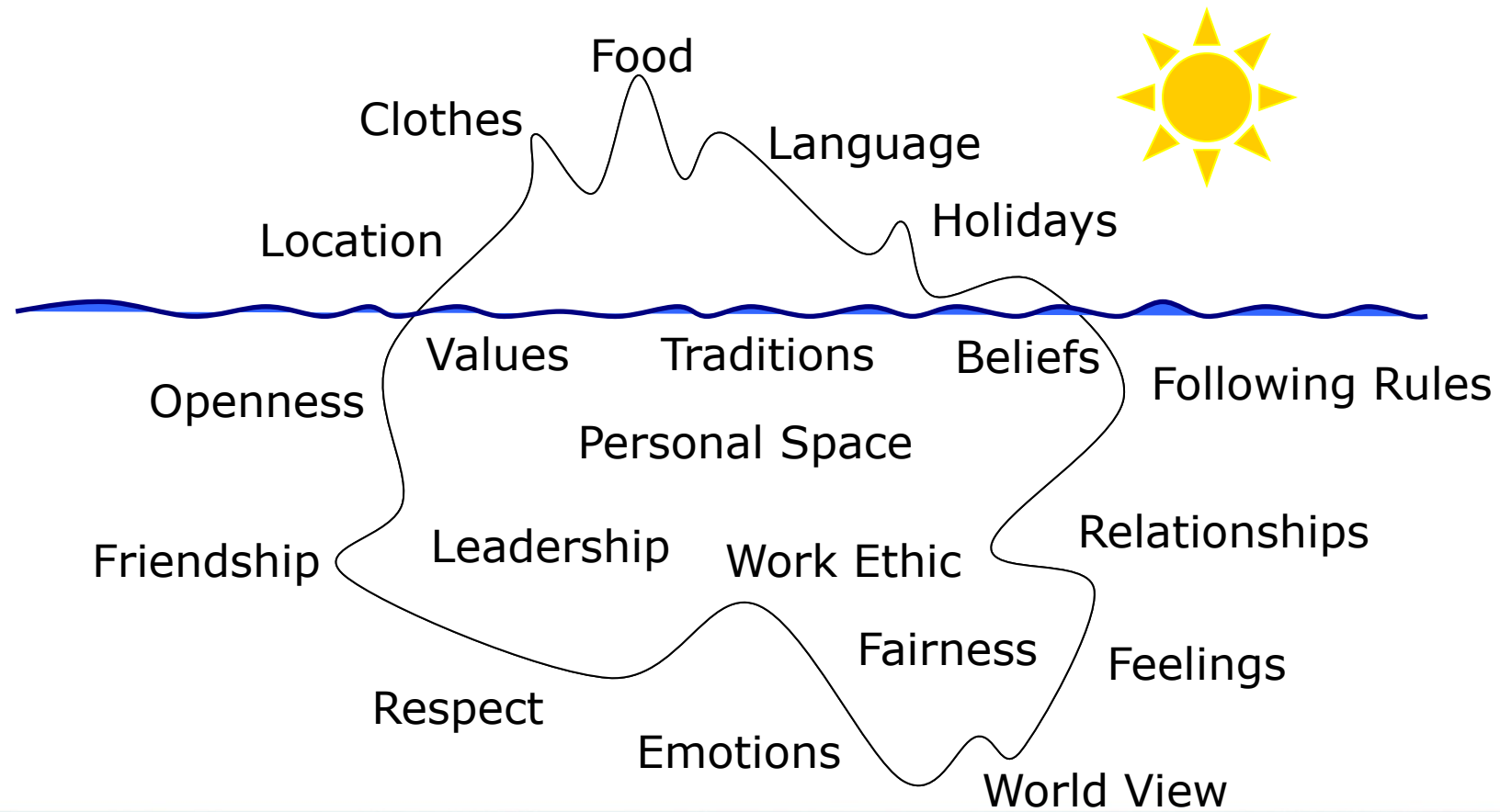
- In order to understand cultural differences better, view culture as an iceberg.
- Most of it is **invisible**, under the water.
- Only a small part can be seen.

Task: The Iceberg Theory

- What parts of culture are visible?
- What parts of culture are invisible?



The Iceberg Theory



Hall's Cultural Iceberg Model (1976)

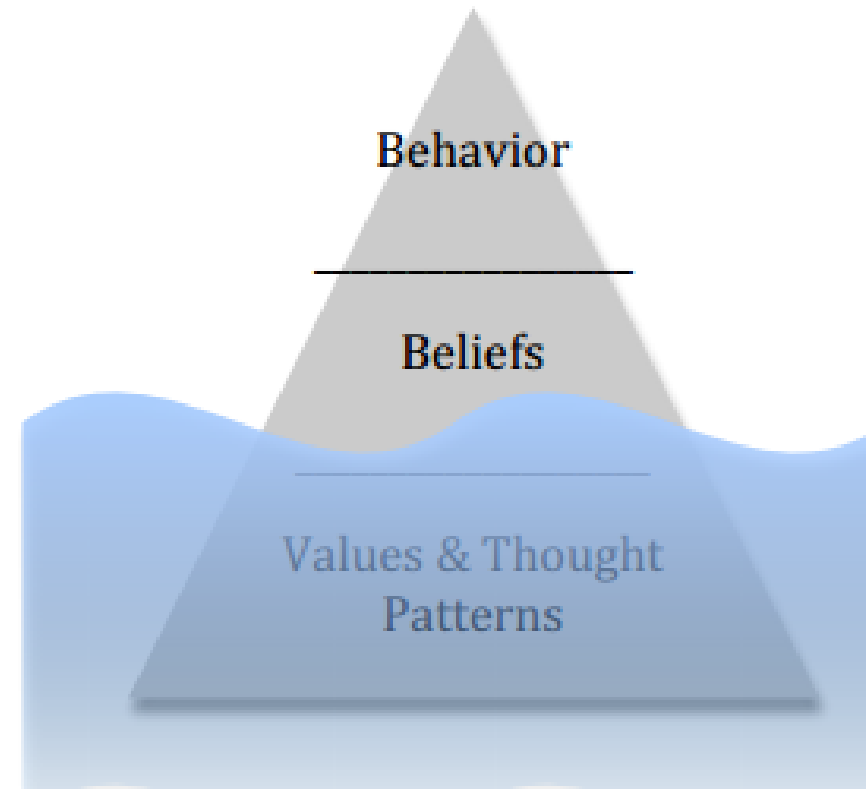
Internal

Implicitly Learned
Unconscious
Difficult to Change
Subjective Knowledge

versus

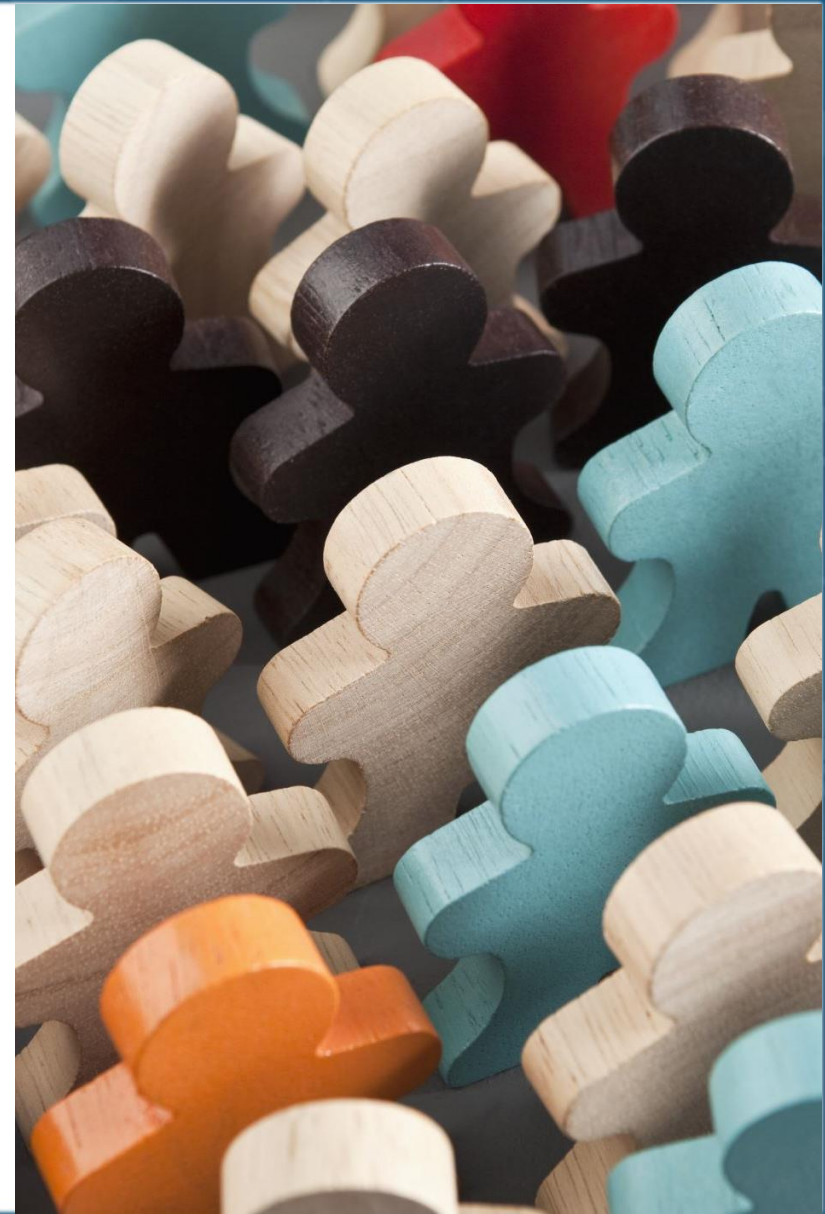
External

Explicitly Learned
Conscious
Easily Changed
Objective Knowledge



Why is Cultural Awareness Important?

- We acquire deeper self-knowledge when we are able to understand the basis for our own beliefs, actions, and responses toward others.
- We live in a world of different cultures that inform the beliefs and behaviours of others. Cultural awareness is the first step in working well with people from a variety of cultures.



Why do Hotel Managers and Staff Need to Understand Different Cultures?



- 1. Effective Communication:** Understanding cultural clusters helps hospitality professionals communicate effectively with guests from different cultural backgrounds.
- 2. Cultural Sensitivity:** Hospitality is about creating a welcoming and inclusive environment for **all** guests.
- 3. Personalised Service:** Different cultural clusters may have specific preferences, expectations, and needs when it comes to hospitality. By recognising these differences, hospitality professionals can offer personalised services tailored to each guest's cultural background.
- 4. Overcoming Barriers:** Cultural differences can sometimes create barriers in hospitality, such as language barriers or conflicting social norms. By understanding cultural clusters, hospitality professionals can proactively address these challenges, find common ground, and bridge gaps in communication or expectations.

Cultural Competence

- Being **culturally competent** means having the skillset necessary to communicate with people from diverse cultural backgrounds effectively.
- **Cultural competence** enables individuals to respect and appreciate the diversity of human experiences and work towards creating inclusive environments that support the needs of diverse populations. A culturally competent practitioner can bridge cultural gaps and reduce misunderstandings between cultures by being aware of, and sensitive to, cultural differences.



Surprising Ways to Offend People



Surprising Ways to Offend People



What can be offensive in your culture that people do without them knowing?



Do you know any other offensive gestures that people do in other cultures?

Foreign Languages

- Introduction
- Characteristics of Communication

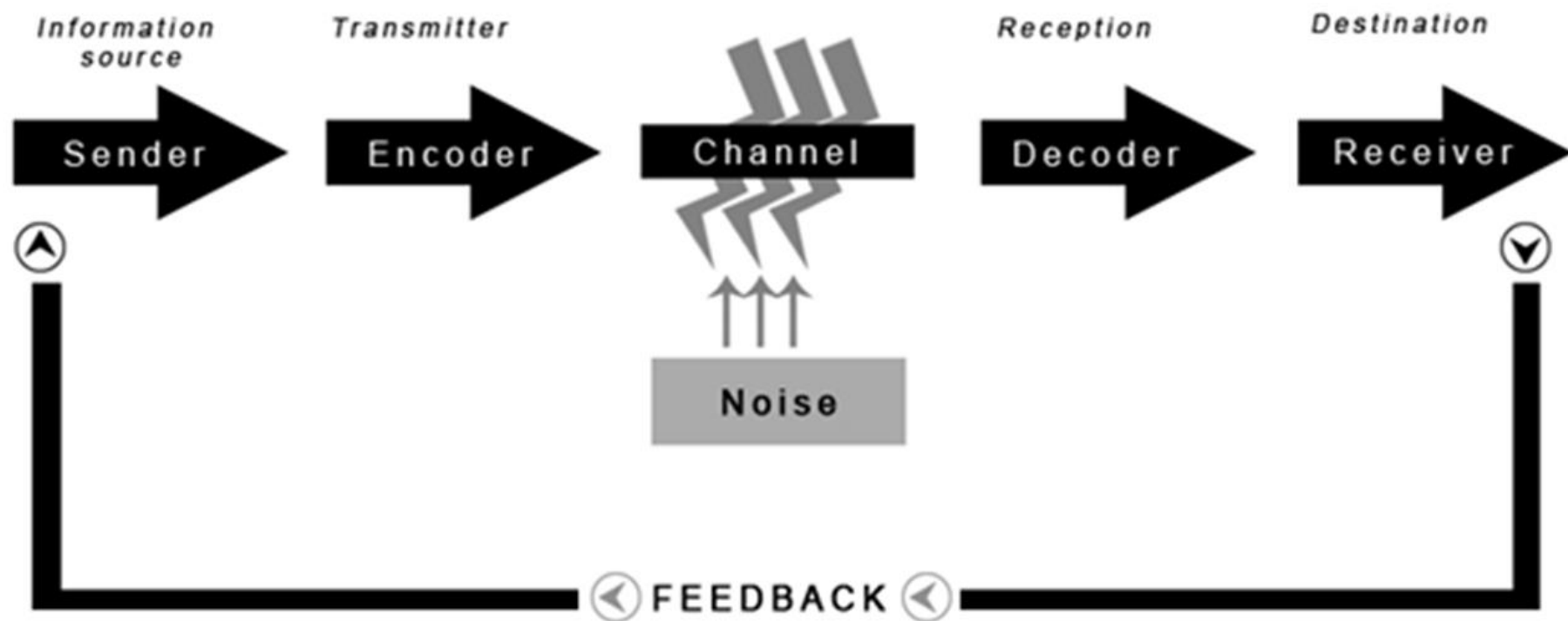
Learning the Language

“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart.”

Nelson Mandela

- Speaking in someone's language signals an interest in local people and their culture
- Language cannot be separated from its cultural context, or the subtlety of meaning can be lost





SHANNON-WEAVER'S MODEL OF COMMUNICATION



Example: Phone call



Sender: Person 1

Encoder: Mobile network

Channel: Phone call

Decoder: Mobile phone

Receiver: Person 2

Barrier/Noise: children in background etc.

Characteristics of Communication

- Communication is a **dynamic process**.
- Communication is **interactive**.
- Communication is **symbolic**.
- Communication is **contextual**.

Can you give an example to illustrate each of the above characteristics?

Communication & Language

- Noise represents forms of distortion
- Distortion can come from physical sources, such as distracting background noise, or from other sources, including varying cultural interpretations of words
- Even if both parties are familiar with the language used, the recipient may not register subtle nuances because of slang or the way words are used differently
- For example, the American marketing slogan ‘Pepsi brings you back to life’ was meant as giving people energy, but was interpreted in China as:

‘Pepsi... brings your ancestors back from the grave’



How do you greet?

Examples around the world:

1. Stick out your tongue
2. Bump noses
3. Air kiss on the cheek
4. Rub noses (and sometimes foreheads)
5. Shake hands
6. Clap your hands
7. Put your hand on your heart
8. Bow
9. Sniff faces
10. Greeting your elders before younger people



How do you greet in your culture?

What do you consider to be a formal/informal greeting?



Any questions?

References

- Briscoe, D.R. and Schuler, R.S. (2004) *International Human Resource Management*. New York: Prentice Hall.
- Factopedia (2019) Top 10 Surprising Ways to Offend People in Other Countries [video]. Available at: <https://www.youtube.com/watch?v=fSa1q7NSoew> (Accessed: 24th August 2023).
- Litmos Heroes (2019) Cultural Awareness in Hospitality [video]. Available at: <https://www.youtube.com/watch?v=Kr1-32f4jaE> (Accessed: 24th August 2023).
- Merriam-Webster (2023) *Culture*. Available at: <https://www.merriam-webster.com/dictionary/culture> (Accessed: 24th August 2023).