

Module: Cultural Awareness

BMIH5003

Completed by: Khaleda Ahmed-Tareq

Student Number: 2017486

Lecturer's Name: Mike Davies

Executive Summary

Through this report the country of the guest and the country where the hotel is based will be inspected. Highlighting the differences of the two cultures, what is acceptable and what is not acceptable. This will then assist in producing a guide for the staff to refer to within the Hotel to ensure they deliver a positive service to the guest who are arriving.

It is important to ensure the hotel embeds the cultural awareness which shines through every aspects of service in all departments. This will indicate the core values of the organisation which reflects through the training of the staff. Not only will this provide a positive working environment with the people within the organisation but also provide a positive experience for the guest staying at the hotel.

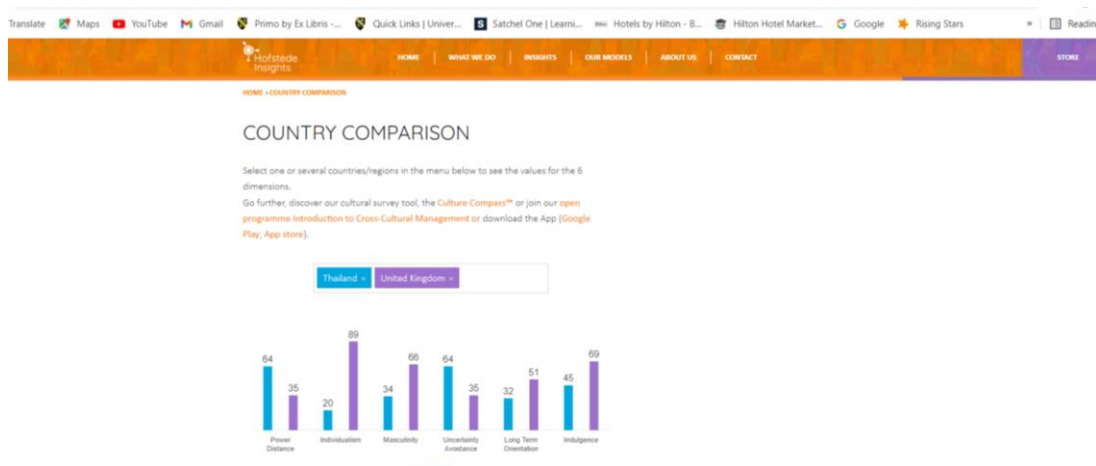
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Introduction

The report will be comparing the two cultures, Thailand and the United Kingdom. How the Thai people can welcome guest to their hotel and what cultural acknowledgement is required in order to host their guests from the United Kingdom, how this can be implement into their service during the guest's stay. Explore the communication barriers and how this can be avoided.

Country A - Hotel location



(Hofstede-insights, 2022)

My chosen hotel is located in Thailand which is situated on the south continent of Asia. The country consists of Indian and Chinese culture influence and the people are very ethnical. The Buddhist principles are the core traditions and beliefs followed by the residents with a touch of Hinduism alongside (Club Unique, 2022).

Thailand shows a score for power distance at 64, as they follow a strict practice and compared to other Asian countries they are the lowest within this area. Differences between the people are known and acknowledged. Loyalty and respect are shown with coaching and safeguarding rewards, relationships are more casual within the profession (Hofstede-insights, 2022).

With a score for individualism at 20, Thailand mainly has obligations with certain groups which have a high loyalty value and mainly consists of direct and extended families and people relationships. They will try the utmost best to ensure their actions cause no shame towards the group.

Thailand is conserved as a Feminine society, taking liking to what you do more than the motivation factors with a masculinity score of 34.

Uncertainty avoidance is scored high at 64, strict rules and regulations are in place which have to be followed and applied in order to control the uncertainty occurring as the Thai people do not easily adhere to changes.

Hofstede-insights (2022) shows the score of long term orientation at 32 and states the Thai culture is normative, always speaking the truth as the truth is highly important to the people. Traditions weigh high within the country, respecting the roots and ensuring mostly followed by the people.

Indulgence score is 45. "A preference on this dimension cannot be determined for Thailand" (Hofstede-insights, 2022).'

According to VOL Magazine (2017), Thai are well known for their hospitality service as this is embedded in their DNA. The Thai people have the culture to take care of other people as this is the way which they have been brought up and taught.

They rules which they follow maybe strict but they will ensure what is not acceptable within the society is avoided. For example it is uncommon to see Thai people showing affection such as hugs and kisses which may be norms for other countries. They may find changes difficult but always embrace changes and attempt in becoming more modern over the years (Thailand for you, n.d.).

Experience of many travellers have been positive as the guests are provided with great service and hospitality and many highlighted the people are well known for their Thai smile (Sansara, 2018).

Country B (Guest's home country and cultural background)

The British culture has a rich history with exclusive traditions and customs. Food is a blend of four countries, Wales, Scotland, England and Northern Ireland (Simple UK Laws, 2020).

Compared to Thailand, United Kingdom scores are vast apart. Differences between the people is low key, believe in being fair and show equality is more important. The people are more private, do not like to medal in personal matters of others and stand to be proud individuals. Taught to keep themselves first and influence on how they can pursue in life and make a difference. People in the UK are determined and strive to work to live. Comfortable to plan each day as and when it comes, deal with situations as and when they occur. Very optimistic and live life to the fullest with a positive attitude (Hofstede-insights, 2022).

Country Analysis

The cultural dimensions framework theory was introduced by Geert Hofstede which aid to understand the role in intercultural communications (Wong, 2020).

Anxiety, assuming similarity instead of difference, ethnocentrism, stereotyping, prejudice and racism are some of the barriers or forms of obstruction which may occur. The list of 6 barriers of intercultural communication was also created by LaRay Barna (1997), (Davies. M, 2022, week 8).

It is not the case that all British culture will be followed within the hotel as the grounds which the hotel is based is in Thailand. The cultures and traditions of the country will need to be followed and any foreign travellers have to be respected. Ensuring the service and hospitality is adjusted to allow them to feel comfortable and embrace the cultural aspects of the guest. Combining the two culture without disrespecting either can work hand and hand. Ensuring the barriers are not formed as an obstruction and avoided. Examples such as ensuring all staff are well equipped with knowledge, trained appropriately and ensuring resources are available.

It is recommended in any organisation that cultural differences needs to be respected and it is important within the Hotel sector to ensure these are adopted within all roles of the business. "We readily accept that cultural diversity is vast and formidable." (Lewis, R. p24, 2010).

If severe steps are taken this can remove the barriers which lay between the continents, make communication easier and will avoid any service failure.

There are three dimensions, integration, differentiation and fragmentation for organisation cultures (Alhusban. M, Harb. A, Sarhan. N, Shrafat. F. 2020, p3-p4).

If the values are embedded within the organisation not only will this increase productivity it will also reflect through behaviours of the staff members when serving their guest. With the pressure of increased competition globally it is important to ensure these elements are sustained. In order to set the Hotel apart from other competitors, continuously finding solutions of improvement and ideas is required. Lack of awareness can lead to bad reputation and the hotel may face consequences of loss of guests and revenues. Cultural diversity can also be an opportunity for the organisation as this can create benefits which can be used as a weapon to promote and established the organisation on the global market (Overproof, 2020).

Hotel Handbook

Here are some of the do's and don'ts for the employee handbook on how they can serve the guests from the UK.

Do's	Don'ts
Reception/Front Desk/Housekeeping	
Polite and friendly interaction	Do not show signs of superiority
Be patient	Avoid personal questions
Be wary of the topics discussed	No pointing
Use humour to discuss serious topics	Do not take jokes seriously
Control emotions in public – Anger	Avoid criticism - Minimise confrontation
	Avoid talking too much
Restaurant	
Be positive and keep calm	Attend the table less often – only when needed
Maintain good level of food hygiene	Don't pressure guest to eat quickly so the table can be cleared.
Greet guest appropriately	
Provide some British cuisines and drinks on the menu	
Cutlery laid out appropriately – Knife right and fork left etc	
Wait for the all guest to finish eating before clearing the table	

(Cultural Atlas, 2022) & (Yvettes Vibes, 2020)

Conclusion

To summarise this report, the two countries are majorly different on cultural aspects from hand shaking in the UK to generally well-mannered when talking. The British people avoid any confrontation and criticism but enjoy humourist conversations. The Thai people are more strict, follow more procedures to avoid unexpected events and value their traditions greatly. Being aware of the differences will provide the staff a guideline of what to expect when providing service to the guest

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