

Hotel Handbook

Module: Foreign Languages and Cultural Awareness (BMIH5003)

Student Ligia Luana Popa
2111540

Module Tutor: Rodrigue Aguilera

Executive summary

When it comes to interacting and cooperating with people who come from a variety of cultural backgrounds, the employees and management of hospitality companies that are progressively expanding their operations to other countries face significant hurdles. Intercultural communication may be at the root of many issues, not only between managers and staff but also between employees and hotel customers who come from various cultural backgrounds. As a result, the problem of misunderstandings and miscommunications across different cultures has recently gained more traction in the hospitality business.

This report provides the employees of the Cairo Marriott Hotel with a collection of information that will assist them in providing a warm welcome to Peruvian guests. The information that was discovered will be analysed by Hofstede Insight to gain a more in-depth comprehension of both Egypt's culture, which is serving as the host country and the culture of Peru, which will be serving as our long-term guest.

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1.0 Introduction

Individuals and companies must have advanced global leadership skills in today's global business climate. Communication and cultural understanding are critical for corporate success.

Egypt is an Arab country bordering Israel, Libya, and Sudan. Ancient cultural origins give it global renown. Egypt's legacy is a source of pride, yet recent events have impacted its present culture. Traditional principles continue to define Egyptian culture, although new concepts and values have emerged. As the gateway between northeast Africa and the Middle East, it has been impacted by many cultures.

Peru is in western South America. The country is famed for the Inca Empire's archaeological wonders, like Machu Picchu. At its height, the empire stretched from Colombia to Chile. Spanish colonisation influenced Peruvian culture by introducing Catholicism and Spanish. In places like Cuzco, Peru, Inca walls are topped by Spanish colonial architecture.

Modern Peruvian culture is rich in diversity, notwithstanding the Inca legacy. Peru's diverse topography and sceneries have influenced its people's language, ethnicity, lives, values, and views. Peruvians are proud of their hospitality and strong community relationships.

Hofstede's six-dimensional model, which assigns each country a score from 1 to 100, enables the comparative study of cultures worldwide.

1.1 Egypt vs Peru

1.1.1 Power distance

Egypt - 100, suggesting that society is hierarchical, and everyone has a duty to perform. Ideal leaders are benevolent dictators because hierarchies indicate inequality. Seducing. Subordinates expect orders.

Peru 67, common are tall, centrally located buildings. Higher managerial personnel and salary differentials.

Some academics claim the centralised Inca empire supported Peru's PDI score; others say colonial and authoritarian governments did. Superiors are hard to reach, thus subordinates don't trust them. Superiors perceive subordinates as distinctive and expect respect, particularly if they are black or indigenous.

1.1.2 Individualism

Egyptians are 35 collectivists. This shows in long-term loyalty to the 'group,' whether family, extended family or extended relationships.

Peru's 16 is collectivistic. Large companies' participation is moral, not calculative. Managers promote established views and slow employee initiative and group activities. They chose conformity, safety, and independence

.1.1.3 Masculinity

Egypt – 55 is Masculine, making it more goal-oriented and ambitious.

Peru is feminine at 42. This causes cultural tension. Lower achievement motivation, focus on interpersonal ties over money success, and disrespect for labour were the real culprits.

1.1.4 Risk-avoidance

Egypt scores 55 and avoids doubt. High Uncertainty Avoidance nations are intolerant of the unconventional. Time is money, people have an intrinsic urge to be active and work hard, accuracy and timeliness are the standards, innovation may be rejected, and security is a big motivation.

Peru scores 87. Rules and laws shape life in these civilizations. Weak people must follow laws. "Real" and "legal" economies are vastly different, and corruption is common.

Unfollowed regulations create more. Each legal disposition has a correction, denial, or mitigation, said Vargas Llosa. Those who live in a sea of legal inconsistencies defy the law, and any abuse or infringement may be legitimised.

1.1.5 Long-term orientation

Egypt's 42 implies a normative culture. In a normative society, people seek the absolute Truth. They respect traditions, preserve little, and prioritise speedy results.

Peruvian culture has a low score of 25. In a normative society, people are concerned with establishing the absolute Truth. They respect traditions, preserve little, and prioritise speedy results.

1.1.6 Indulgence

Egypt is Extremely Restricted with a score of 0. Low-scoring societies are cynical and pessimistic. Restrained civilizations don't value leisure time and regulate their wants, unlike Indulgent societies. This viewpoint believes that social rules restrict their behaviours, and that self-indulgence is wrong.

Peru's average score is 46 which indicates that the country has an indulgent society

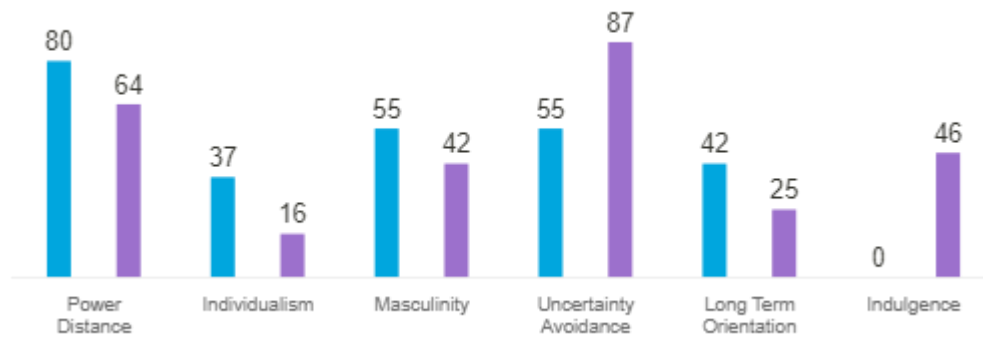


Fig.1 Egypt vs Peru – countries comparison

1.2 Do and Don'ts

Handbook	
Do's	Don'ts
Typically greetings are <i>Buenos días</i> ("Good morning"), <i>Buenas tardes</i> (Good afternoon), and <i>Buenas noches</i> ("Good evening").	Avoid sensitive topics: pas and present political issues
Greeting professionals with their titles followed by their surname	Don't make drug jokes. In Peru, drug jokes are considered insulting and disrespectful.
To older people address with senior/ senora followed by their surname	Avoid calling native or mestizo Peruvians 'cholo' Sometimes used positively, the word is typically derogatory and may anger your Peruvian counterpart.
One person deal	Don't generalise Peruvian culture based on Inca culture. Peruvians are proud of their culture, yet it has evolved through time.
Topics for conversations: soccer, Peruvian food, and natural scenery.	Don't generalise about Hispanic and Latino people. Central and South American nations and cultures are diverse. Don't lump Peruvians together with other continent's inhabitants.
Greetings: shake hands and kiss men and women on the cheek ones	Gringo is not an insult. This phrase is used to refer to foreign persons or items.

Be receptive to invitations to join social activities, such as soccer, to interact.	Never offend Peruvian mothers. Many Peruvians revere their moms and grandparents; therefore, such insults are hurtful.
Any effort to speak Spanish in a social context would be welcomed.	Don't call the US 'America' Use "United States" (Estados Unidos). Peruvians may find it annoying when the phrase is limited to Americans alone.
Respect seniors by giving up your seat.	Avoid praising Chile to a Peruvian. As Peru's neighbour, Chile is a 'rival,' as New Zealand is to Australia. One illustration of this competition is the origin of 'pisco'
Presentable. Good impressions are tied to physical attractiveness for many Peruvians.	
Peruvians appreciate discussing lifestyle details. Lifestyle jokes and criticism are hurtful.	
Peruvians are always eating ceviche before meals, and they love to drink Inca Cola and Chica	
Nothing begins on time	

2.0`Conclusion

Business communication is difficult. Hofstede's method helps international professionals understand different cultures. What's typical in one location may be perplexing or offensive in another. Culture affects spoken, nonverbal, and etiquette communication (clothing, gifts, meals, customs, and protocol).

The workplace is changing rapidly. Hotel employees often deal with clients from different parts of the globe. By ensuring that your employees know the importance of understanding cultural differences in the workplace, you can maximize your business's potential by uniting everyone to focus on achieving your goals. Creating and instituting guidelines surrounding diversity is a critical step to ensuring your employees are culturally aware. By writing a handbook about what is acceptable and ethical behavior in the workplace, you can provide clarity around how employees should interact with guests of diverse backgrounds.

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