

Hotel Handbook for Intercultural Competence

Cultural Awareness BMIH5003

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Executive summary

In this report there are information about the two cultures, British and Greek respectively. The 6 dimensions of Hofstede helped to create the differences between the two cultures and the following can be inferred about them:

Greeks: high power distance, low level of individualism, feminists, very high uncertainty avoidance, less long-term orientation, and indulgence.

British: low power distance, high individualism, high masculinity, low uncertainty avoidance, high long-term orientation, and indulgence.

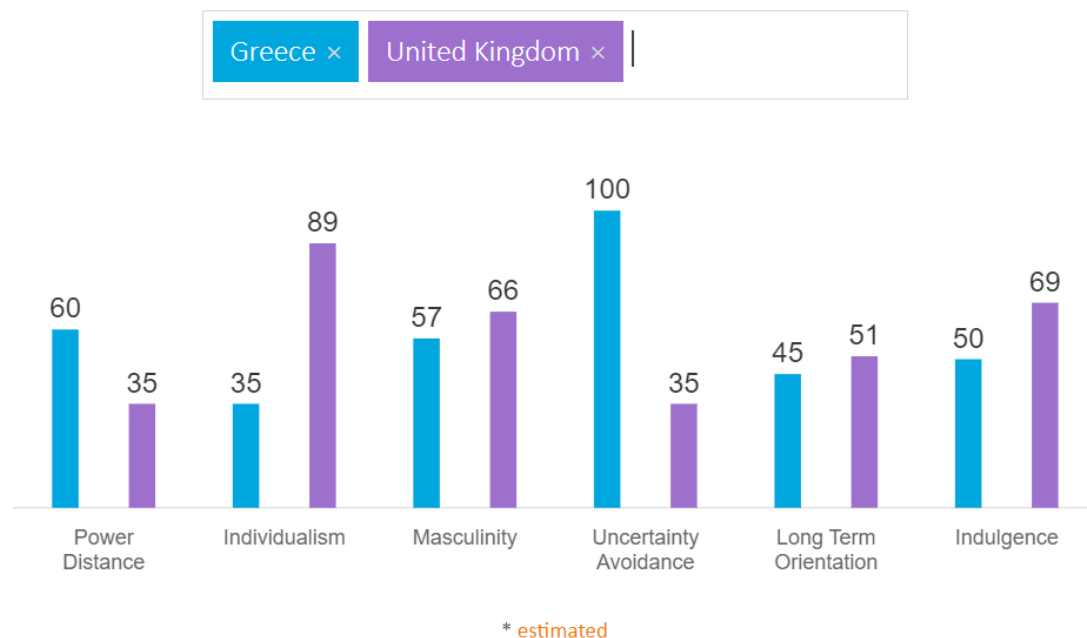
1. In this report we will go into detailing between the intercultural differences of Greek and British culture. As a subject we will have the British tourist on holiday in Greece in the beautiful island of Kos. We are talking about a young family from London, with two children of 5 and 7 years old respectively, who decided to spend their summer vacation at Neptune Resort in Kos Island, a five-star luxury location for all age categories, but especially for families with children due to the water park and the resort itself facilities and the island beautifulness (www.neptune.gr). The things and actions we do and the practices we have learned inform who we become.

1.1 Culture is a term that describes beliefs, standards, norms, compartments, and in general can be known as our path of being (Baldock, 2010). A synonym of culture diversity is the multiculturalism, which is described in the Encyclopedia Britannica by Eagan in 2021 as the view that cultures, races, and backgrounds, especially the splinter group, deserve special recognition of their differences within an authoritative political culture. We will highlight the six dimensions of Hofstede culture to work efficaciously with nations from a wide spectrum of cultural and geographical backgrounds. Psychologist Doctor Geert Hofstede released the model of cultural dimensions in the late 1970s, after long research and since, it has become an international standard for understanding cultural differences (Erdman, 2018).

Originally, four dimensions had been identified that could categorize and determine one culture from another. Ulterior, the fifth and sixth dimensions had been added, and Drs Michael H. Bond and Michael Minkov are the two who helped Hofstede in achieving the following, which are :

- Power distance.
- Individualism Versus collectivism.
- Masculinity Versus femininity.
- The uncertainty avoidance.
- Long-term versus short-term orientation.
- Indulgence / restraint. (Kobiruzzaman,2019)

2. The six dimensions above were introduced on the website dedicated to Hofstede Insights and the results of the comparison between Great Britain and Greece is indicated as follows:



(www.hofstede-insights.com)

By hotel hospitality we define the connection between the employee and the customer. It requires highly trained staff ready to satisfy the client's wishes at any time and most importantly to carry out the missions of forming long-term customers and to provide unique and quality services (Wood , 2015). Neptune Resort has well-trained staff from different countries and cultures, ready to provide the best services to customers around the world for each season. The operating period of the resort differs from year to year, but in essence it is functional between April and October but at maximum level (www.neptune.gr) . At the same time, among the hotel staff we will find in most of the hotels and resorts located in the Greek islands a limited number of staff who will practice during the summer period through the "Work and Travel" program (www.globalworkandtravel.com).

2.1. Power distance : It defines how a society relates to another from a hierarchical point of view (www.jmu.edu). We conclude that Greece has a superiority in terms of power distance over the UK which leads to the following:

- British customers want quality services.

- correct quality / price ratio (www.wordbank.com).
- focuses on the brand or the reputation of a future destination.
- Greeks want the highest quality services possibly at the lowest prices.
- The Greeks use body language more than the British (www.roughguides.com).
- British are less authoritarian and pushy usually than Greeks.
- They are good negotiators; they want to get a lot and offer little.
- It is more difficult to please customers from high power distance but not impossible (Migliore, 2011). Compared to British consumers, Greeks are pickier and more difficult to satisfy.

2.2. Individualism : The difference in the graph between the two cultures is a colossal one. One of the social traits of the British people is individualism. It is a reality, it must be taken as such, it must be understood and aware of the benefits or obstacles that this trait brings to the field we are talking about now - the hospitality industry (Minciu, 2020).

There are cultures that have as their trait collectivism managing to form communities, with objectives and interests, with rules of defence of members, of promotion of support. Which means a lot to tourism. Greece will fit according to the above schedule to collectivism. The British have as a trait individualism - they promote maybe the hotel, rarely what anyone could do in the area, not at all the region to which it belongs and almost never the country (Pantouvakis, 2013).

2.3. Masculinity : The result in the paragraph above shows a difference in masculinity between the British and Greek people, with a higher percentage among the British. British families with children on holidays abroad are more prone to increased attention from staff due to the number of children they usually travel with(www.psychologyinstructor.com).

2.4. Uncertainty avoidance : For example, a low percentage in this topic shows how entrepreneurial the population of the country is, as well as more risk-conscious and less independent. Unlike crops with a high rate of prevention

of uncertainty, which, like the other norms, lean to deflect risks as much as possible - here Greece will reach the 100% threshold (Huang & Crotts, 2019).

2.5. Long term orientation : Long-term orientation. Initially, Hofstede called this dimension Confucian dynamism, starting from the concepts promoted by Confucius. In essence, this dimension characterizes a culture by its tendency or ability for short- or long-term orientation. Short-term orientation can be defined by personal safety and stability, respect for tradition, self-respect, reciprocity in greetings, favours, and benefits (Beugelsdijk & Welzel, 2018). It seems that the British focus at the long-term business more differently from the Greeks as the graph above shows us.

2.6. Indulgence : Reflects the tendency of people to control or satisfy themselves

the desire to have moments of joy. According to the context , Indulgence is defined as a society that allows the relatively free fulfilment of basic and natural human desires to create moments of enjoyment and pleasure. Restraint will be the opposite, which means that the society that controls the satisfaction of needs will impose strict social regulatory rules (Hofstede, 2011). In our graphic, UK has more potential than Greece regarding national indulgence, this been reflected in the British tourist abroad; holidays for British people are very special and the amount of money spent by them is a good example on how they satisfy their human desires.

3. A well-trained, educated, and dedicated staff will make the hospitality industry reach its highest heights on the road to success. Teamwork is vital and respect for the client will play an important role in gaining his loyalty and why not recommending other possible clients in the future. Neptune Resort will face customers from different continents and cultures, so its young, well-prepared staff will be trained at the highest standards for the best holiday of the customers.

To do (for all departments)	Do not (for all departments)
• Always be polite with the customer. • Pay attention to customer requirements. • Always be helpful. • Offer useful details to customers. • Talk about surrounding tourist attractions. • Offer discounts whenever possible. • Serve quality products to the customer. • Be thoughtful and friendly with customers' children. • Be dedicated to all customers. • Make the customer feel important: cheer him up. 	• Do not talk about personal problems with the client. • Do not discuss the topic of world politics. • Do not look fixed on the customer. • Do not use excessive body language. • Do not complain to the customer about any topic. • Do not be stressed in front of the customer. • Do not use vulgar language with colleagues during the service. • Do not turn your back on the customer. • Do not fool the customer. 

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