

Cultural awareness

Shanaz Begum Seikh Nesa

Executive Summary

Cultural awareness is highly crucial in tourism industry. This report is written on cultural awareness, cultural intelligence and cultural diversity. This report focuses on the importance of hotels employee cultural awareness which is written based on the Hofstede cultural insight. Guest country is Indonesia which is basically Muslim country and the Host country is UK. The hotel is Hilton London. Handbook is written focusing on some cultural criteria such as foods, dress, greeting and communication. The comparison of two countries culture have also shown.

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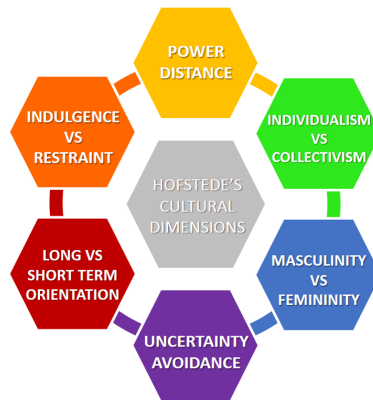
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Cultural Awareness

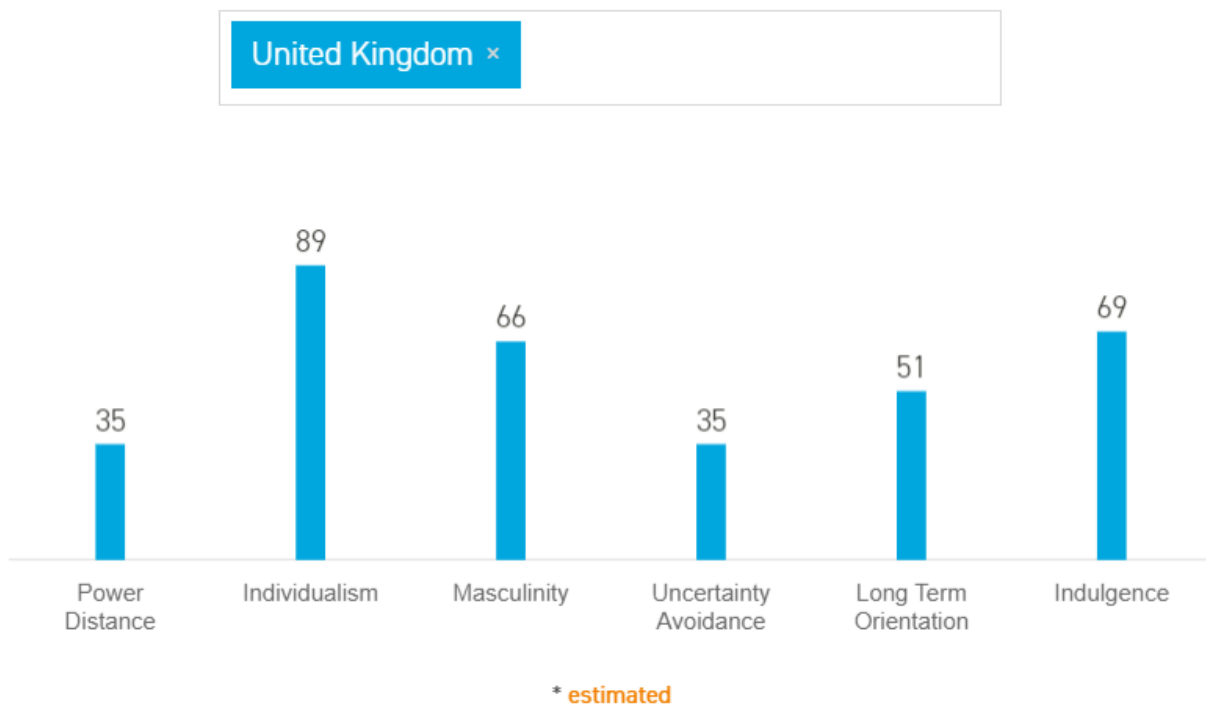
Introduction: Many untouchable factors of social community make the culture meaning big (Nicki,2019). Traditionality is a part of culture which shape the behavioral perspective in same group members (Fragaszy, 2003). Cultural variety impacts on tourism industry. Tourism industry deal with hotels, motels, transportation, destination etc. For providing better service to international tourist both employees and hotel manager have to be knowledgeable about cultural intelligence. It refers as a person's ability to comprehend, adapt to, and interact in a variety of cultural settings (Early, 2002). Because hotel staff are expected to possess and exercise many dimensions of cultural capacity in order to effectively communicate with guests from other cultures, cultural intelligence is extremely important in global hospitality (Thomas, et al 2015). Greeting and communication knowledge is necessary for guest satisfaction. Owners and employees with a thorough understanding of cross-cultural communication can generate excellent business and ensure customer satisfaction (Nomnian,2014). Hofstede cultural insight indicates the cultural difference among countries and show the way of doing business in cultural diversity.



(Source: Bruin, 2017)

Hotel Location of host country: 22 Park Ln, London W1K 1BE, UK. Hotel name is London Hilton.

Hofstede Cultural insight of UK people:



Source: Hofstede insight, 2019

Power distance dimension: Inequality in society is generally disliked in the United Kingdom. They are attempting to reduce it. With his employees, the manager does not display a lot of authority or prestige. Employees and supervisor are considered almost equal.

Individualism vs Collectivism: UK people like to get reward for their hard work. They don't like to mix up their work life with their social life. They prefer themselves more rather than the whole society.

Masculinity vs Femininity: People in the United Kingdom place a greater focus on competition, work, and other factors. They prefer money and achievement. This is a sign of masculinity. They believe their duty is unfinished because they lack good judgment. They have strong ego.

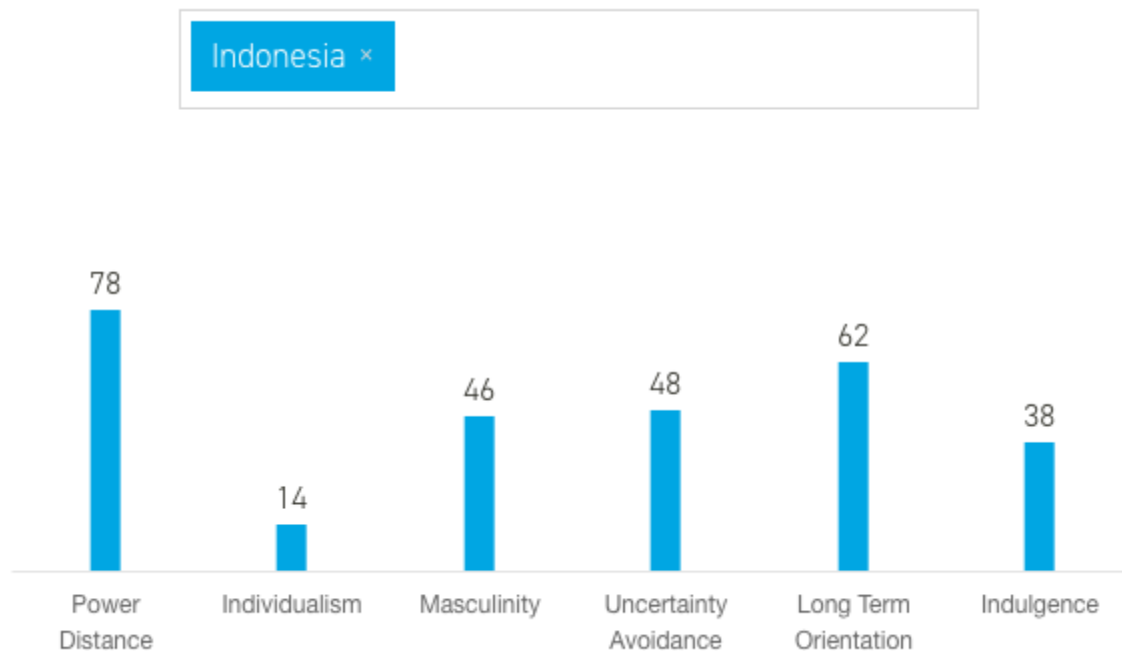
Uncertainty avoidance: UK people accept all the changes, innovation and situation. They like to overcome uncertainty. Whatever the situation is they are ready to face it.

Time orientation: UK people like to ask the situation changes question as What, How rather than why. They are pragmatic and modest.

Indulgence: People of UK like to enjoy freedom, personal happiness, entertainment etc. They try to keep their work life and personal life balance. They are optimistic enough.

Guest country Location: Guest is chosen from Indonesia

Hofstede Cultural insight of Indonesia people:



(Source: Hofstede Insight- 2019)

Power distance: The score of this criterion in Indonesia is so high that means people here prefer hierarchy. There is no equality between managers and personnel. A centralized system hierarchy belongs in Indonesia's organization.

Individualism: The score indicates that Indonesian like to maintain social relationship with group members.

Masculinity vs Femininity: They are cooperative and relationship oriented. They want visual thing as of their achievement. A quality life is preferable to Indonesia.

Uncertainty avoidance: When any changes occur in the society, uncertainty happens due to changes, they try to overcome it. Suppose, any social norms is changed, so they try to adopt it.

Time orientation: It indicates that Indonesia has pragmatic culture. They believe truth depends on situation, context and time. They express themselves as capable of being adapted with new changes environment.

Indulgence: Indonesian belong in low indulgence. They can't do everything what they desire because of social norms. So, many restrictions have to be faced by them. They are pessimist.

Country analysis: Over 80% of the people of Indonesia are Muslim. So, they prefer halal food. They are too much serious about their foods. On the other hand, UK people don't care about it. Indonesian like large family, like social community and maintain social relationship which indicate collectivism. UK people are too individualistic. Indonesian greeting others by shaking right hands and nod their head at the same time. Hug is common in UK people. Both countries prefer uncertainty avoidance. Indonesian people maintain hierarchical relationship as of showing respect older. But in UK there is flat relationship.

Handbook:

Do's and Don't manner list of Indonesia		
Do's	Manners	Don't
- Do shake with right hand. - Do show smiling face during greeting - Do slight nod of the head. - Do touch your hand on chest after finishing hand shake.	Greeting	- Don't touch their head - Don't back slap - Don't eye contract for long time.
- Do prefer halal food - Do use only spoon and fork - Do serve food by using right hand - Talk less during eating.	Food	- Don't pass food by left hand. - Don't put left hand on the table. - Don't offer food during Ramadan.

		• Don't use knives during eating.
• Do wear lightweight dress • Do wear full body covered dress by women.	Dresses	• Don't wear shorts • Don't wear tight dress by women
• Do eye contract • Do honor the elder people	Communication	• Don't like to talk negative issue • Don't do anything that make them rude during communication. • Don't talk too fast and loudly.

Do's and Don't manner list of UK		
Do	Manners	Don't
• Do shake hand with everyone • Do use last name and title appropriately • Do handshake lightly • Do one kiss to close friend	Greeting	• Don't kiss with unknown person • Don't talk loudly in public • Don't ask personal questions.
• Do summon waiter by raising hand • Do wait for the host for eating. • Do keep knife beside spoon on plate.	Food	• Don't wave or shout for calling waiter • Don't talk much during eating. • Don't put too much food in your mouth
• Do wear different general cloth depend on weather.	Dress	• Don't wear stripped ties

• Dressed formally in large city.		• Don't wear blazer to work
• Do listen carefully • Do use humor • Show politeness	Communication	• Don't interrupt speaker

Conclusion: Every hotel's staff should be careful about cultural diversity. If international guest faces some cultural issues, then it will be the factor of his dissatisfaction. And guest dissatisfaction is negatively related with hotel success. They should teach culture theoretically and hotelier should provide clear guidelines and handbook about culture to their staffs. Some well trained and culturally knowledgeable employees should work for dealing international guest. To sustain in tourism industry specially in hotel both staffs and manager must learn cultural diversity.

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