

Hotel Handbook for Intercultural Competence

Marriott Bonvoy

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Introduction

To be culturally aware is to be conscious of the fact that individuals and cultures differ from one another in significant ways, as well as to recognise and value the importance of these differences while engaging with people from other language backgrounds. If an organisation has a strong foundation in the other culture, it will be in a far better position to connect with individuals in ways that go much beyond the simple trading of words and understanding of grammatical structures. Within the context of Marriott Bonvoy, this report discusses the significance of having cultural awareness as well as knowledge of other cultures.

‘Do’s and Don’ts’

• Always maintain a level of professionalism throughout the day. • Please treat each and every visitor with consideration and courtesy. Check to ensure that each guest's room has the essentials that are required for their stay.	• Avoid being unprofessional at all cost. • Do not turn away from the requests put by the visitors. • Do not avoid guests' call. • Do not use jargons that guests can not comprehend.
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• Be careful to provide a greeting to your guests that is in keeping with the customs of their home culture. • Pay attention to any unique stipulations your guests may have about the dishes they order (Lewis, 2005) • Make sure that guests are familiar with the ceremony hall.	
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The implication of Cultural intelligence and Sensitivity

The ability to successfully traverse diverse cultures requires a unique set of skills, including mental, emotional, and even physical aptitudes that resorts to cultural intelligence. According to the notion of cultural intelligence, there are four primary aspects that make up a person's level of cultural intelligence: metacognition, motivation, knowledge, and abilities.

Due to the fact that the globe is today seen as a global community, Marriott Bonvoy employees must be culturally competent in order to succeed. When employees have a deeper appreciation for cultural diversity, they are better able to empathise with and take into account the perspectives of their coworkers (Frew, 2011). When the staff at Marriott Bonvoy are able to accept and embrace differences in cultural norms and practices, it becomes much easier to foster a productive and pleasant working environment for everybody. In a globalised economy, culturally intelligent workers are more likely to thrive in positions that need them to interact with people from a wide range of backgrounds and customs. Members of the workforce that are culturally intelligent are more likely to show tolerance, trust, and understanding toward their international coworkers.

On the other hand, A person's capacity to be aware of and comprehend the distinctions between persons of other cultures is referred to as cultural sensitivity. It also requires avoiding making judgments about individuals based on their cultural background and

treating them with respect regardless of their cultural background (Jandt, 2017). To do so, one must see cultural distinctions and similarities without judging them or making value judgments.

Marriott Bonvoy employees need cultural sensitivity so that they can work effectively with guests from a variety of cultural backgrounds, so that guests may learn to appreciate and respect various cultures, and so that professionals and clients can communicate more effectively across cultural divides (Lee, 2019). Marriott Bonvoy personnel will be unable to effectively communicate if they lack cultural sensitivity and hence fail to recognise the worth of others.

Service implications

The country of Bahrain was chosen for this study because it provides a good case study in which to evaluate the effects of poor hotel customer service. Marriott Bonvoy staff members servicing Bahraini guests should be familiar with local customs and traditions. The significance of cultural competence and sensitivity in the service sector cannot be overstated. Because Marriott Bonvoy's guests may come from quite different cultural backgrounds than its own, it is important for the hotel to either recruit individuals from a wide range of cultural backgrounds or provide cross-cultural training to all employees (Moran, 2018).

Guests may count on assistance from the Marriott Bonvoy's front desk at any time, not just before and after their stays. The personnel in charge of customer service has the duty of making sure all visitors from Bahrain are happy. Marriott Bonvoy can only be successful in its mission if it is able to attract and retain employees who are attentive to the demands of customers from a variety of ethnic backgrounds. In order to accommodate the majority of Muslim guests from Bahrain, the hotel must provide halal food. Employees taking orders must be cognizant of any dietary restrictions that guests may have. Hotels in destinations like Bahrain need to go out of their way to make guests feel at home in order to attract visitors from all over the world. There also has to be a quiet space to pray at the hotel. Visitors may ask for help from the helpful personnel. Marriott Bonvoy guests from Bahrain are more likely to feel at home if their special dietary needs are met during their

whole stay. Marriott Bonvoy will provide the impression that it values its guests' unique dietary needs, religious beliefs, and cultural experiences.

Marriott Bonvoy must cater to a broad range of client preferences if it is to succeed in the global hotel industry. One such market may be seen in Bahrain, where consumers' preferences span a wide spectrum. One of the most difficult aspects of providing exceptional service to tourists is learning about and respecting the culture of the place they are visiting (Methan, 2005). Marriott Bonvoy will be able to retain its regular customers this way.

Making Changes to Service Delivery

Marriott Bonvoy's customer service team, to provide the finest possible service to customers from Bahrain, must learn to adapt to the specific requirements of its clients from that country. The following are some of the ways in which the Marriott Bonvoy's customer service team serves Bahraini guests: -

- When planning a trip, it's important to take dietary restrictions into account (Gibson, 2019). At this time, it is vital for Marriott Bonvoy staff to have an appreciation for the cultural background of Bahraini visitors. All food eaten in Bahrain is halal since the majority of the population is Muslim. They should be able to have halal food at Marriott Bonvoy. If Marriott Bonvoy does not provide halal food, it might lose business from Muslims.
- Vacationers from many different faiths, including Islam, are expected to continue following their faith's standards even when away from home. Marriott Bonvoy should give significant consideration to providing customers with distinct, quiet areas in which to pray and reflect. Tourists count on being free to enter and go whenever they like, day or night. If there is a place of worship available, customers are more likely to be pleased (Samovar et al., 2016). Without a designated place of prayer for Muslims, Marriott Bonvoy runs the danger of further alienating that community.
- Since visitors from Bahrain may be celebrating religious holidays during their stay, it is important for the Marriott Bonvoy to be aware of when they are expected to

arrive. Not forgetting that the dates of Ramadan, the Muslim fasting month, change from year to year is only one example. The service personnel may be more accommodating by eliminating alcoholic drinks from guest rooms and adjusting dinner times accordingly.

- A tourist from Bahrain may be taught not to shake the hand of a lady. This is due to the fact that it is deeply embedded in the religious and cultural practices of the area. It is crucial to have an appreciation for these subtle cultural differences. That's why it's Marriott Bonvoy's responsibility to teach its staff about the need of being sensitive to the customs of nations like Bahrain.

Conclusion

When it comes to dealing with demands made by multinational customers who come from a variety of cultural backgrounds, employees who lack cultural competence run the risk of making mistakes. In this approach, the staff at the hotel has the opportunity to learn about other cultures and adjust their practises appropriately.

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