Cross Cultural Competence in Global Hospitality Industry

Daniel Tschudy
Lecturer, Coach and Consultant about cross culture
what is culture?

Culture is the product of Collected Wisdom, passed down through hundreds of generations:

- core beliefs
- values
- Ideas
- behaviour

key factors influencing culture

- Climate
- Geography
- History
- Language
- Religion
areas of cross cultural misunderstandings

1. Values & Core Beliefs
   - national characteristics
   - world view
2. Communication Patterns
   - speech styles & listening habits
3. Concept of Time & Space

→ often ‘endorsed’ over stereotypes

stereotyping – where does it come from?

► History
► Facts
► Education
► Personal Experience

→ multiplied by mass & social media
stereotyping!

- accurate
- used consciously
- descriptive, not evaluative
- modified from time to time

Sources: Values, Experiences, History, etc.; imported to the Lewis databank
(cultural) self-awareness

opinion leaders

Richard Lewis
Edward T. Hall
Geert Hofstede
Fons Trompenaars
“...we must mirror the diversity of the market places ... to ensure we understand our customers’ needs.”

Jorma Olliila, Nokia
### issues (part of training)

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### body language (i.e. morocco)

![Image of two men in traditional Moroccan clothing]
listening habits (i.e. India)

communication patterns (i.e. USA)
know-how transfer

- **Basic Training**
  Full-day “mind-setting”-seminar to all staff-level about inter-cultural values and behaviours + one or more key markets. (any time; at your hotel; can also be motivational event)

- **Interactive Workshops**
  1- or 2-days Seminars to all ‘front’-staff (sales, reservation, reception, catering, wellness, business)

- **Public Speeches**
  Destination-Presentations to local / business communities

- **Books & Publications**
  i.e. Doing Business in the BRICS
their take-aways

1. Overall understanding of CQ (cultural intelligence)
2. Self-awareness about own cultural roots & consequent behaviour among multi-cultural staff inside hotel
3. Understanding of key market’s different cultural background and consequent needs & requirements
4. Differentiation between product-knowledge & market endorsement
5. Quicker acceptance of customer’s behaviours and requirements
6. More efficient handling of on-site complains
7. Additional ‘on-site’ sales (services, catering, activities)

thanks merci grazie gracias danke 谢谢

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