

about cross culture



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## Cross Cultural Competence in Global Hospitality Industry

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about cross culture



Suu Kyi & Obama

## 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



## 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!



## stereotypes should be:



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

## (cultural) self-awareness



**上海市民 世博文明公约**

- 当好东道主 友善而热情
- 观博与游览 排队守秩序
- 驾车及行路 礼让讲文明
- 维护好环境 垃圾不落地
- 言语和衣着 礼貌又得体

2010

Co que Paris leur évogue...  
 Ils sont conscients de la richesse offerte par Paris et l'Île-de-France, mais également des désagréments d'une grande métropole

**Les Français**  
 une exigence accrue

**EN DEBAT:**

- Restez plus de 3 semaines sur 10
- Voyagez principalement en couple (66,7%)
- Plus de trois quarts des séjours ont lieu en hébergement non marchand. Toutefois le point de départ des séjours est plus souvent résidentiel que par le passé (52,2% des séjours nationaux 2009)
- Durée moyenne de séjour: 13 nuits
- Dépense moyenne par jour et par personne: 86 €

**ILS ATTENDENT:**

- Des informations sur l'offre culturelle et événementielle
- De la compétence de la part des professionnels
- Des prestations efficaces

**SUR PLACE:**

- Ils fréquentent les restaurants de cuisine du monde durant leur séjour
- Ils effectuent beaucoup de séjours en famille
- Ils sont attachés aux détails et sont très exigeants

**ÉGARD DE RACINES À PARIS: 115-120 FRANÇAIS**

Top 5 des villes: New York, Miami, Los Angeles, Mexico, Sao Paulo

Ils aiment plus particulièrement faire, être et découvrir pendant leur séjour: se connecter ou des contacts, se divertir, se cultiver.

Les Français ne veulent pas être considérés comme des touristes

## opinion leaders



Richard Lewis



Edward T. Hall

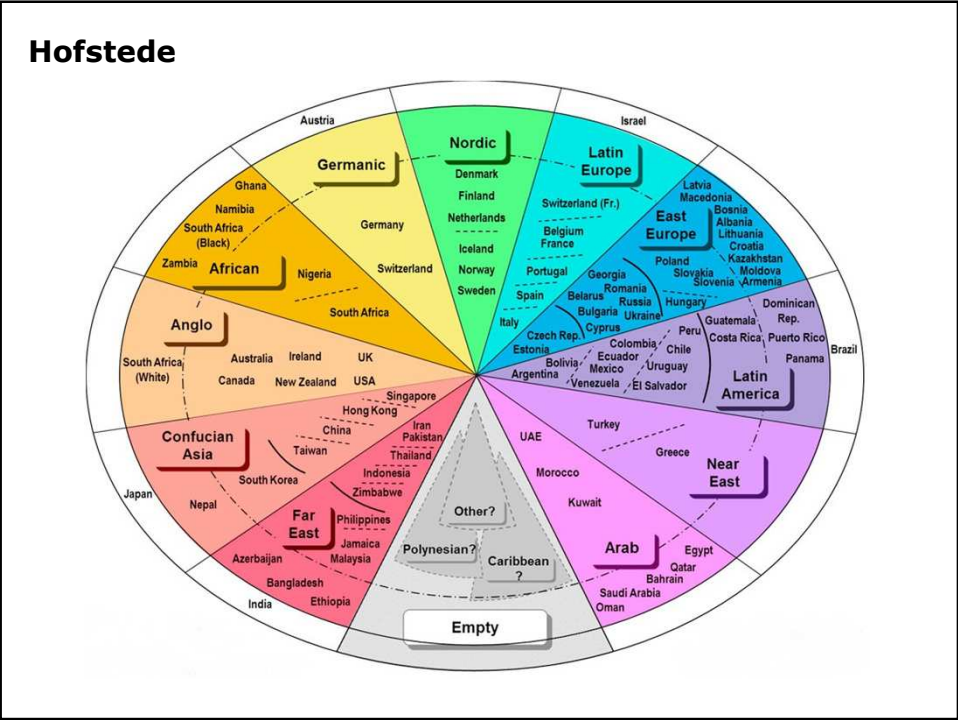
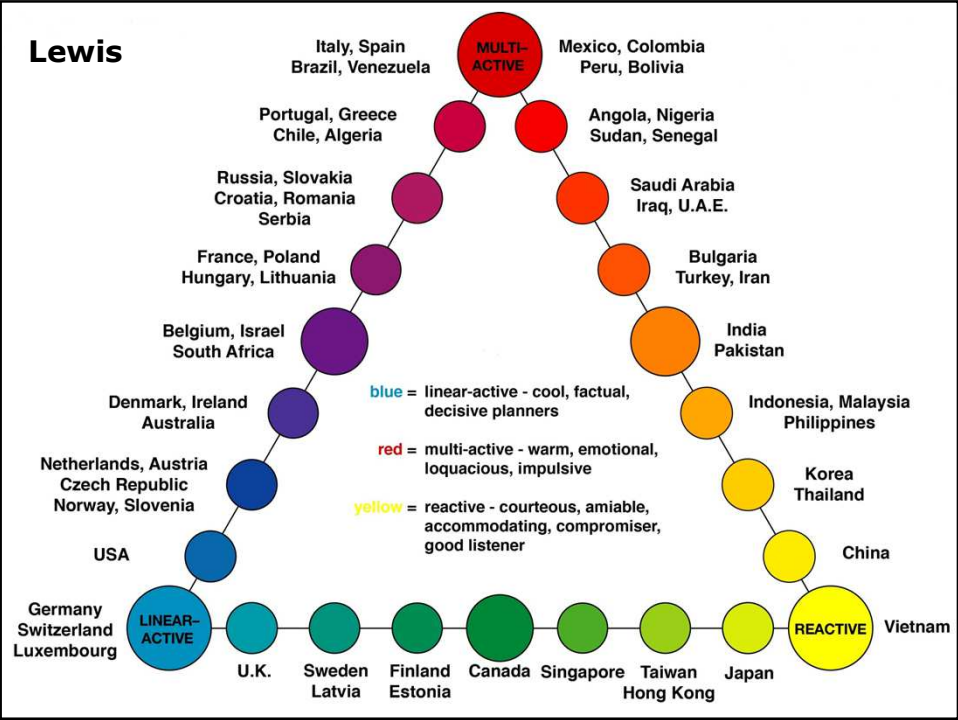


Geert Hofstede



Fons Trompenaars





diversity as a competitive advantage



“...we must mirror the diversity of the market places ... to ensure we understand our customers’ needs.”

Jorma Ollila, Nokia



## issues (part of training)



Status Quo  
Self-Awareness  
Status (-symbols)  
Perception of Space  
Body Language  
Receptivity  
Communication Patterns  
Initial Contact  
Leadership Style  
Business Entertainment  
Short- / Long-term  
Quality Control

Basic Values  
Family & Gender  
Perception of Time  
Manners & Taboos  
Motivational Factors  
Listening Habits  
Humour  
Management Style  
Meetings Behaviour  
Negotiation Skills  
Contracting  
Loyalty

## body language (i.e. morocco)

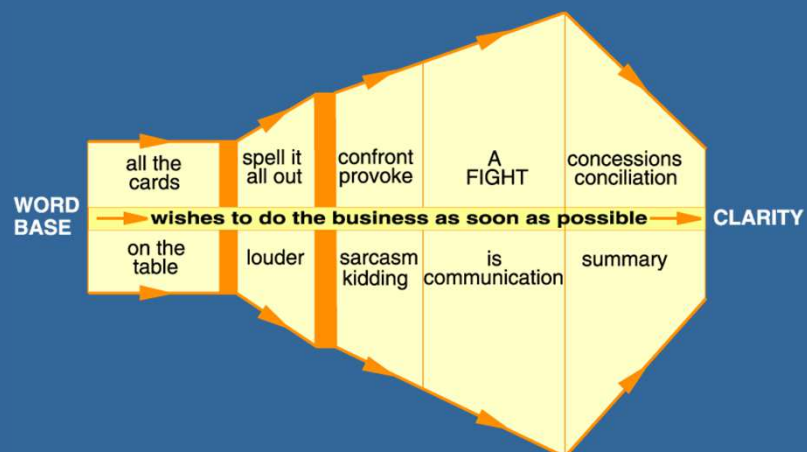




## listening habits (i.e. india)



## 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)*
- **Inter-active 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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