

**MANAGING DIVERSE
CULTURES**

**WINNING NEW
MARKETS**



Becoming a Culture-sensitive Hotel

Some of our Clients

- **Malta Tourism Authority**



- **Frost & Sullivan, UK**



- **London Academy of Diplomacy**



- **Dublin City Unive**



- **NUI Maynooth**



- **Monaghan County Council**



Hotels...

- **Many cultures among staff**
- **Many cultures among customers**



1. **Staff influx from diverse backgrounds**
2. **Need to manage culturally diverse teams**
3. **Need for cultural knowledge and skills to meet needs of clients**

We get...

Culture-related Problems



- 1. Lack of Cultural knowledge**
- 2. Lack of training to work in or manage culturally diverse teams**
- 3. Poor customer experience >> adverse feedback**
- 4. Staff feel misunderstood and dispensable**
- 5. High staff turn over**

We Experience...

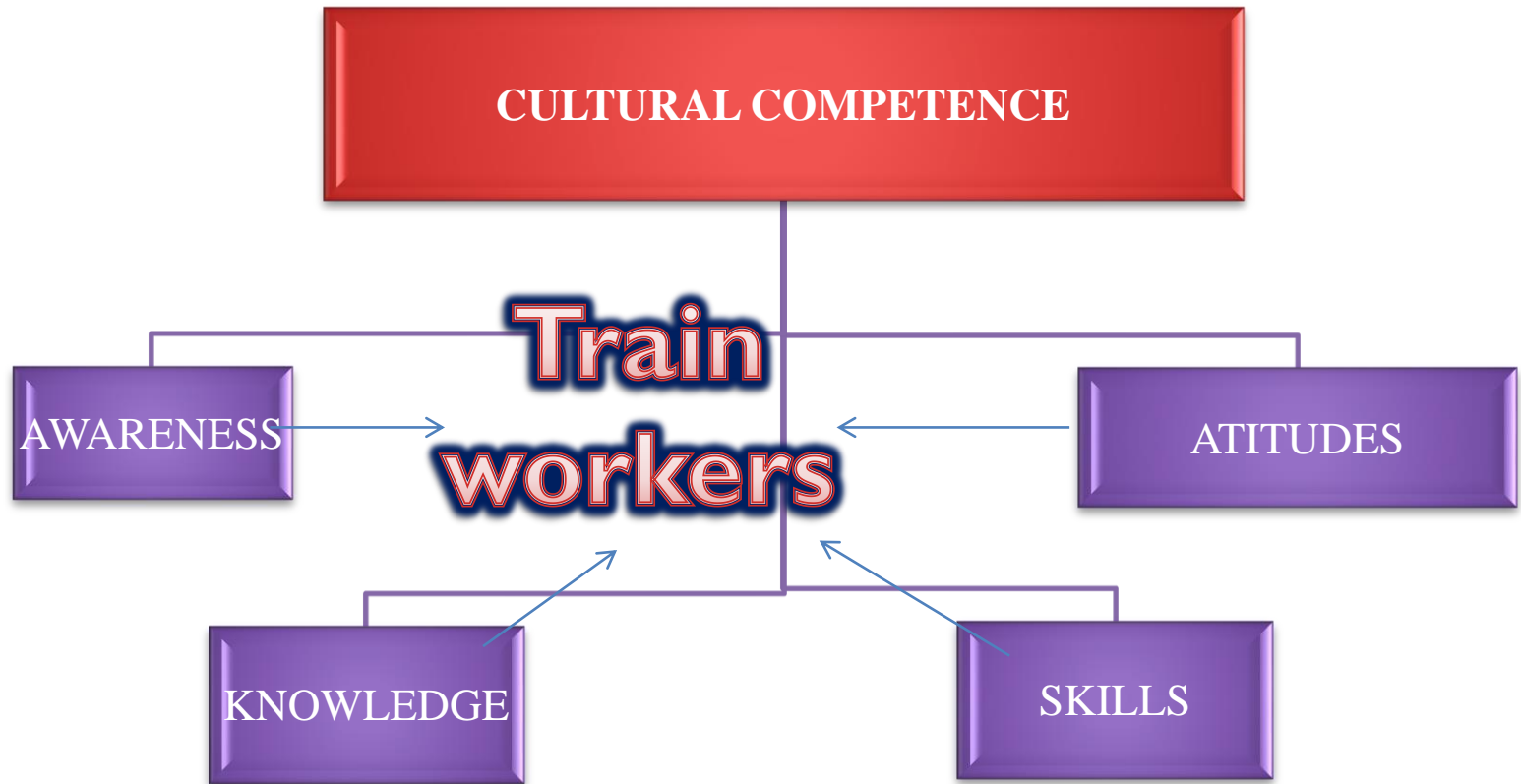
Pain



1. **Productivity**
2. **Income**
3. **Customer satisfaction**
4. **Staff relations**
5. **Staff retention**
6. **Confidence to enter new markets**



Solution!



Benefit = A Culture-sensitive Workplace

- **Productivity**
- **Staff relations**
- **Staff retention**
- **Positive customer feedback**
- **Return visits**



What to do?

- **For Workers - Cultural Awareness Training**
- **For Supervisors - Diversity Management Training**

**Specifically
Designed
Training**



What difference will training make?



- **Change Attitude:**
 - Put visitor's culture at centre of service delivery
 - Give weight to having a culturally competent workplace
- **Increase Knowledge of:**
 - Cultural habits in specific markets, including the local market
 - How cultures function in tourism
 - How to develop policies and strategies to address cultural competence in the workplace
 - How to conduct a cultural readiness audit
- **Improve Ability to:**
 - Break into cultural mind-set in new markets
 - Make culturally appropriate changes in dealing with guests