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Tourism and Catering

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Cultural diversity management in the hospitality industry – how to improve the intercultural interactions between guests and hotel employees

Guest satisfaction is an essential factor in the hotel industry. Cultural differences mean a potential challenge for this factor and overcoming this obstacle requires special solutions. This research investigates existing methods of Hungarian hotels and their efficiency rate.

There are not a lot of preliminary studies which focus on the relationship between the tourists and the hotel staff, but we can see the importance of diversity management in working places from several publications.

This research ascertains the characteristics of different world cultures, the nature of the differences and the possible inconvenient situations sourced from them in the hotel industry.

Furthermore, methods of Hungarian hotels to educate their employees about managing successful interactions with international guests were identified.

To get the most relevant results, the research focused on 4 and 5-star hotels of Budapest and the Central Danube Area; the region which is highly the most visited by international tourists in Hungary (shown by the data of the Hungarian Statistical Office). For measuring cultural differences, the 6-dimensions Hofstede model (2018) was used and to acknowledge the actual cultures, the cultural clusters of the Inglehart-Welzel cultural map (2010) were applied.

The research found that Hungary receives international guests from all clusters of the cultural map and the most international guests of the analysed area are supplied by the Catholic European cluster and the English-Speaking countries.

SPSS analysis methods were used for the successful completion of this research and the results pointed out that besides the cultural features the individual traits matter a lot; from both the tourist side and the host side.

Therefore, a quite positive picture was implemented about the situation of the diversity education in the Hungarian hotels. The Hungarian hotel workers are quite well prepared for handling the task in question, although their education can be improved further, and the phenomenon is not general: certain hotels need complete change in their methods.

Keywords:

culture, cultural differences, diversity, cultural diversity, management, cultural diversity training, cultural intelligence (CQ), cultural diversity management, tourism, hotels
