



INSIGHT INTO MIDDLE & FAR EAST CULTURE AND TRAVEL

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GLOBALIZATION & SERVICE INDUSTRIES

- **Business Outlook** : Globalization has significantly affected many service industries and particularly in hospitality and tourism. For example , today the access to travel all around the world becomes easier, and recently the newly developed countries are travelling in large numbers as such, serving and managing diverse customers has become an increasingly strategic component of the tourism and hospitality industries.
- **Business Risk** : An important fact needs to be taken into account, failing to deal and manage diverse customers whose cultures and traditions are different is a major risk for your business. Because, simply they will be unsatisfied customers , and in nowadays it is so easy and fast via social media or through word-of-mouth , they can share their negative experiences with others or publically which can have a significant impact on a company's reputation. Their opinions can negatively influence and affect the company's brand.

GLOBALIZATION & CROSS-CULTURE

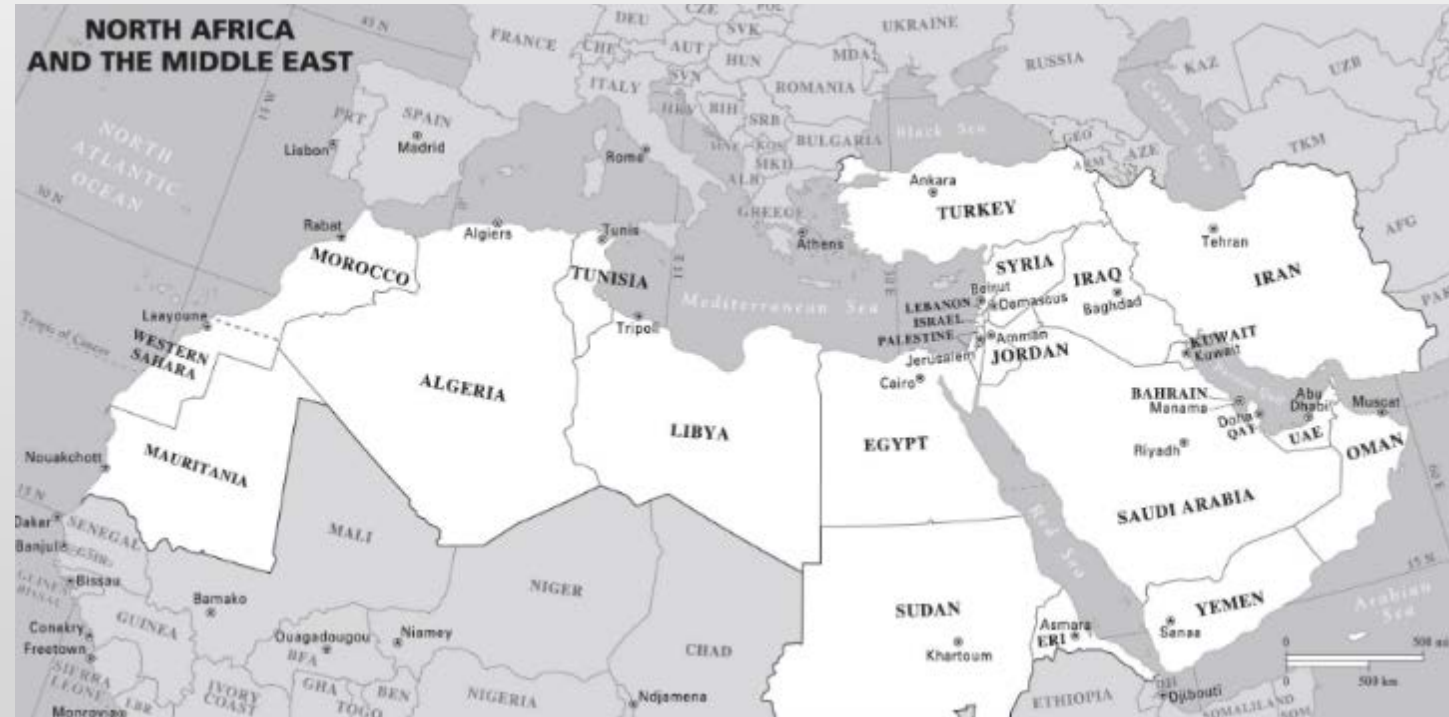
- **Business Objective** : Therefore , for companies It is very essential to own and develop continuously the level of international customer service , employees have to be equipped with the understanding and know-how to deal and handle different situations that are raised by customers from diverse , cultures, religions, and ethnicities.

EASTERN PERSPECTIVE VS WESTERN PERSPECTIVE

- Eastern People are more traditional and conservative.
 - Eastern Culture are more customary when comes to beliefs and traditions . For instance Indians pay regard to their elders or parents by touching their feet , Arabs kiss the hands of their elderly, East Asians use bows as welcome, apologizing and expressing thank you.
 - Family – Center of everything. (Father has first and last word.)
 - Honor – Very Important amongst Arabs. Honor will be protected and defended at all costs.
 - Shame (especially against family) – avoided at all costs, insults and criticism taken very seriously.
 - Time – less rigid. Approach to time is much more relaxed and slower than that in Western cultures.
 - Religion – Central to all things and mainly in Arabic countries.
- Western are more liberal , open and flexible in their beliefs. A person is more flexible to take decisions on his own , unlike those in the eastern countries.
 - Concepts like arranged marriage are not at all common in the west.
 - Family – Important but not as central to individual.
 - Friends – Core to some, important to most.
 - Honor – Typically not as important.
 - Shame – Typically not as important.
 - Time- Very structured, deadlines must be met.
 - Religion – Varies by individual, very personal, not discussed in polite conversation

MIDDLE EASTERN SOCIETY CONTINUITY AND CHANGE

- Middle Eastern society has been in a state of flux for over a century, searching for a new direction and identity, and experiencing a great deal of tension as rivaling forces compete for its future.
- The most pronounced tension is between modernity and tradition, that increasingly takes the form of struggle between Islam and modernity.
- Islam is viewed by many Muslims not simply as a religion, but also as a cultural identity and heritage.
- While cultures and traditions vary markedly from country to others within Middle East Countries.



MIDDLE EASTERN ETIQUETTE AND TIPS

- **Welcoming and Greetings** are very essential and appreciated , it is a sign of care and respect. Greeting everyone individually is common and a sign of showing big respect. Saying Hello to
- **Standing when Visitors enters a place** is a sign that you are showing big respect to the person.
- **The customer service person takes their guest to the door** is a sign they did enjoy their stay and make sure they leave safely with a lot of " Goodbyes" and " Thank you " .
- **Elderly comes always first.** Make sure firstly you welcome elderly person , greeting them, serving them, etc.

MIDDLE EASTERN ETIQUETTE AND TIPS

- **Be generous when you are offering or serving** , it is a sign that you really welcome the person and you care about. For instance , Café , tea , chocolates, biscuits , fruits, others. In many cases , you proactively serve and don't ask what you would like to drink .
- **Don't ever show the soles of your shoes or your feet** . It is considered very rude. So, always pay attention when sitting or lounging about , always face the bottom of your shoes/feet away.
- **Never open a gift in front of the giver** in order to avoid any embarrassments either of the giver or the receiver. Usually the gift giver put it out of sight , it is a mark of respect for you.

FAR EASTERN ETIQUETTE AND TIPS

- **Greeting, Shaking hands** , smiling , saying" Ni Hao" is the most usual way to welcome Chinese . As a foreign you are not supposed to bow when greeting Chinese people.
- **Respecting Elders**, Elders have very important rank in Far Eastern Society and they can go to extreme to show them full respect.
- **Far Eastern are curious about foreigners.** It is common that Chinese or Indians ask you from the first time personal questions , don't be surprised and they are not shy about it. You can always say politely, I prefer not to talk about my personal matters.
- Avoid behaving in a way that will make someone embarrassed.
- Don't criticize someone in front of other people.
- Don't lose your temper even if you are in a very frustrating situation.
- Don't yell at people. Don't show anger.
- Don't accept compliments too easily. Show some humility.
- Don't talk too much about your yourself. Genuinely compliment others.

WHAT IS GOOD INTERNATIONAL SERVICE ?

Good International customer service means best possible way servicing different customers as per their expectation. Below are some tips to develop your cultural competency for customer service, and have a greater opportunity to attract and retain diverse customers.

1. Know your customer.

Spend time talking with clients to learn about where they are from. You should have a basic knowledge of relevant world views, values and beliefs. Expect difference, not similarities. The more you know about your clients, the better you can meet their needs through appropriate customer service.

2. Seek out culture-specific knowledge of your customers.

Is your client Japanese, Chinese or Korean? Don't lump cultures under one umbrella. Learn beyond "Asian" or "Hispanic" commonalities to discover the uniqueness each country. Mastering a few key phrases in their language is always a warm way to build relations.

3. Communicate in clear and simple language.

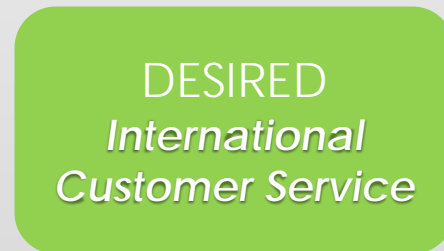
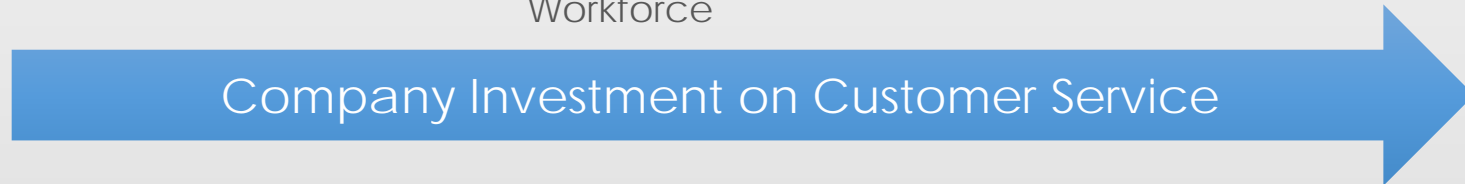
Pay attention to both verbal and nonverbal communication, and learn to mirror them in your customer service. By mirroring someone's communication style you are affirming their values in that area.

4. Attract diverse customers by having a diverse welcoming style

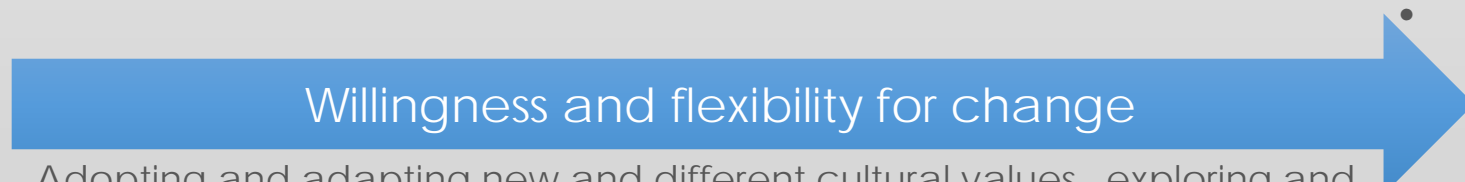
Create a welcoming environment for a variety of clients. When people see themselves and their cultures reflected in a business, they are more likely to become a customer than if they feel like an outsider.

TOWARDS INTERNATIONAL CUSTOMER SERVICE

Intensive Training , Exchange programs with similar industries , diverse Workforce



- Business Growth
- Customer Retention & Acquisition
- Well-known customer service Experience
- You become a Brand



Adopting and adapting new and different cultural values , exploring and excelling new multi national customers experiences , correct business approach , right communication style , faster tempo of customer service

- Traditional way of serving.
- Slow customer service tempo.
- Sequential thinking , and no multitasking.

The globalization of hospitality industry requires intercultural persons capable to work in diverse environment, as they are tasked with the responsibility of ensuring that communication between colleagues, clients and customers is clear, coherent and free from intercultural misunderstandings