

# 1 Cultural differences

**1 eye contact**

**2 pay attention**

**3 surname**

**4 timeliness**

**5 address**

**6 personal space**

**Luxe Hotel Training Manual**  
About Cultural Differences

**ADDRESSING THE GUEST** - Always **address** the guest as either Mr. or Ms. followed by his or her last name, or **surname**. If you don't know the guest's name, call him or her either "sir" or "ma'am".

**EYE CONTACT** - *Guests from North America, Europe and Australia:* Make **eye contact** when speaking to visitors from these areas. This shows that you are **paying attention** to the speaker.  
*Guests from Asia, Africa and South America:* Avoid making eye contact - it is considered **confrontational** or disrespectful.

**PERSONAL SPACE** - **Personal space** is the area around an individual. Be careful not to violate your guests' personal space.

*Guests from Asia, Africa and South America* do not expect a lot of personal space. However, guests from North America and Europe prefer at least half a meter of personal space. To **ensure** your guest's comfort, don't stand any closer than that.

**APPOINTMENTS AND TIMELINESS** - Part of the great service at the Luxe Hotel is our **timeliness**. If you make an **appointment** with a guest, make sure to be on time.

1 What is a culture you want to learn more about? Why?

2 How can cultural differences cause problems?

## Reading

2 Listen and read part of a training manual for hotel employees.

Employees should avoid making eye contact with people from which place? Fill in the blanks.

Employees should avoid making eye contact with people from Asia,  and South .

Mark the following statements as *True* or *False*.

- |  |                                     |                                      |
|--|-------------------------------------|--------------------------------------|
| 1 Hotel employees should not make eye contact with English guests.                       | <input type="button" value="True"/> | <input type="button" value="False"/> |
| 2 Standing closer than half a meter to an English visitor violates their personal space. | <input type="button" value="True"/> | <input type="button" value="False"/> |
| 3 A hotel employee doesn't know the female guest's name. He should call her "ma'am".     | <input type="button" value="True"/> | <input type="button" value="False"/> |

## Vocabulary

3 Read the sentences and choose the correct meaning of the underlined words.

1 The client preferred to arrive at the meeting early.

- A went against or show disregard for something
- B wanted something a certain way
- C was somewhere at the agreed time

2 The driver paid attention to my directions.

- A spoke to someone
- B looked at somebody's eyes
- C listened carefully to someone

3 The employee respected the guest's personal space and stood a meter away.

- A area around someone
- B need for communication
- C agreement to meet or do

## Vocabulary

4 Choose the correct word pairs to fill the blanks.

1 The receptionist ... the man by his ... .

- A addressed - surname
- B preferred - eye contact
- C paid attention - cultural differences

2 We know our client's expectation of ... when making ... .

- A cultural difference - eye contact
- B timeliness - appointments
- C confrontation - surnames

3 John stood a meter from the guest because he didn't want to ... her ... .

- A ensure - eye contact
- B address - cultural differences
- C violate - personal space

## Listening

5 Listen to a conversation between a hotel manager and a guest. Then choose the right answers.

▶ 0:00 / 0:00

1 What is true about Ms. Masterson?

- A She is unhappy at the hotel.
- B She is traveling alone.
- C She is married.
- D She is not Korean.

2 What can be inferred about why the staff doesn't make eye contact with Ms. Masterson?

- A They are confused by her.
- B They respect her.
- C They do not listen to her.
- D They are uncomfortable around her.

## Listening

6 Listen again. Fill in the blanks.

▶ 0:00 / 0:00

**Hotel Manager:** Good morning Ms. Masterson. How are you enjoying 1)   with us?

**Guest:** It's wonderful, thank you!

**Hotel Manager:** I'm happy to hear that.

**Guest:** The room is beautiful. But the best part is the staff.

**Hotel Manager:** What do mean?

**Guest:** Well, the staff is very 2) . For example, everybody always calls me "Ms. Masterson" or "Ma'am".

**Hotel Manager:** That's just part of our commitment to 3)  .

**Guest:** There's just one thing that 4)  me, though.

**Hotel Manager:** Oh? Have you had any problems?

**Guest:** It's just that ... it seems that the employees avoid making 5)   with me.

**Hotel Manager:** That's probably because in Korea, people don't usually look at each other in the eyes. It's a sign of 6) .

**Guest:** I had no idea. In my country, it's a sign that you're 7) .

**Hotel Manager:** I will let my staff know about this. We don't want to make our guests uncomfortable.

**Guest:** Thank you. It really helps to know about the 8)  .

## Speaking

7 Complete the conversation below based on Task 6, with the phrases given. Then, take roles and act it out.

### USE LANGUAGE SUCH AS:

*Have you had any problems?*  
*That's probably because ...*  
*In my country, it's a sign of ...*

**Student A:** You are the hotel manager. Ask Student B questions to find out about:

- How he or she is enjoying the stay
- The problems he or she has encountered

**Student B:** You are a guest at the hotel. Talk about the cultural differences you have noticed during your stay.

Have you had any problems?

I will let my staff know about this.

How are you enjoying your stay with us?

That's probably because in Asia people do not expect a lot of personal space.

**A:** Good morning Ms. Valentine.

**B:** It's great, thanks. The room is really nice and the staff is very polite. They always ask how I am feeling and whether I am enjoying my stay here. There is one thing that bothers me though.

**A:** Oh?

**B:** Well, the staff always seems to stand very close to me, which makes me feel a bit uncomfortable.

**A:**

**B:** Oh, I had no idea. In my country, we like to have our personal space.

**A:**

We don't want to make our guests feel uncomfortable.

**B:** Thank you. It really helps to know about the cultural differences.

## Writing

8 You are a hotel guest. Use the words/phrases to complete the comment card.

professional   personal space   stay   employees   polite   employees



At the *Luxe Hotel*, we really care about what you think. Please complete the following comment card.

Service:  *Excellent*    *Average*    *Poor*

**How did our employees make your stay at the Luxe Hotel enjoyable?**

**Please give specific examples.**

Your  were always very   
and . They would always ask how I was feeling  
and whether I was enjoying my  here.

**Describe some changes that would improve the quality of your stay.**

It would be better if your  would give your guests  
a bit more .

*Thank you for taking the time to complete this card. Your feedback is  
greatly appreciated.*