

ITM3208 Cross Cultural Communication in ASEAN Tourism

Unit 1: Introduction

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Objectives

- ▶ To understand the definition of culture.
- ▶ To identify the concept of Four fundamental patterns of cultural difference.
- ▶ To understand Cross cultural communication, blocks to Cultural communication and Cultural differences.



What is culture?



Culture

Culture is the full range of learned human behavior patterns.

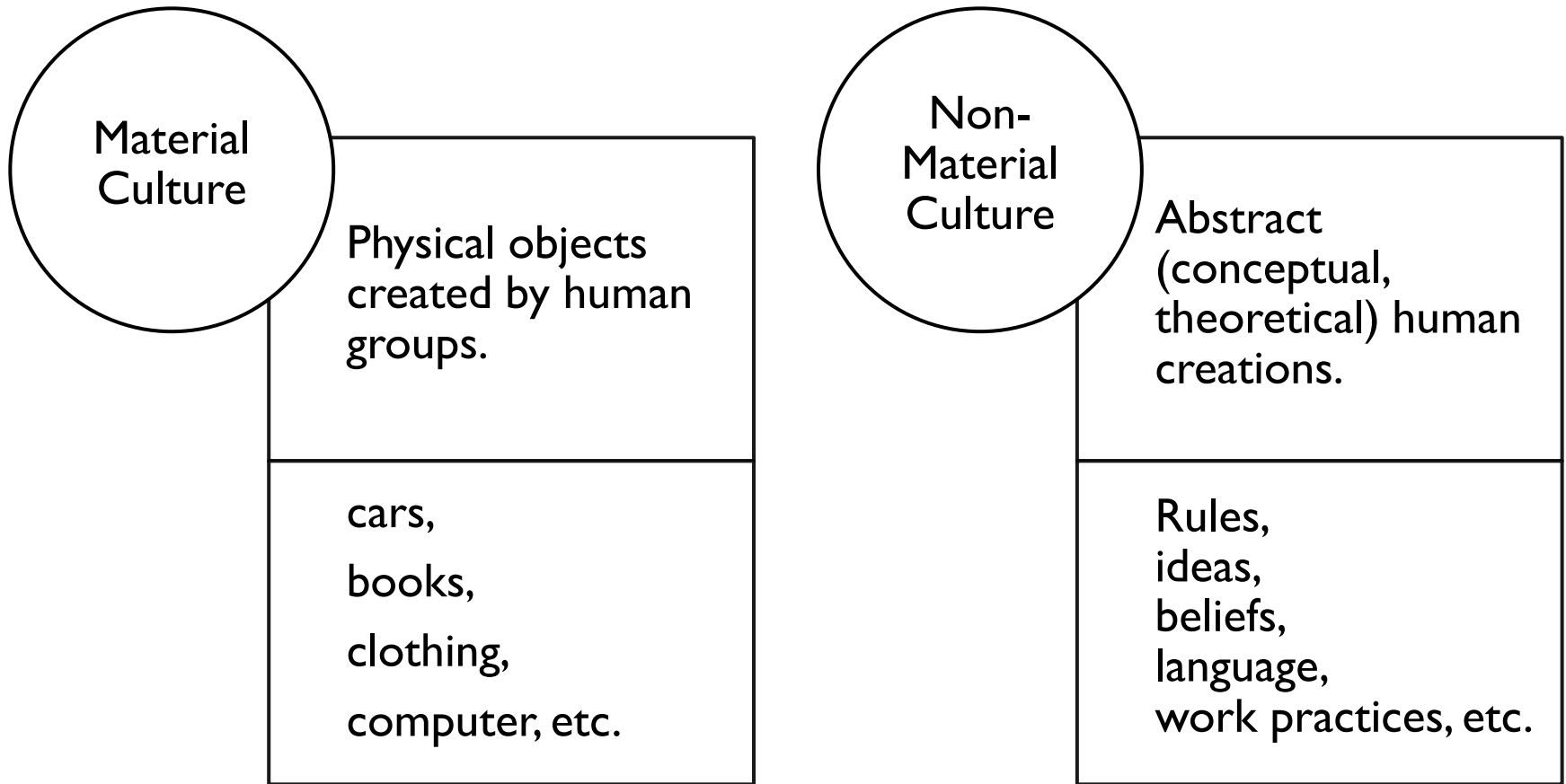
Culture is the "lens" through which you view the world.

- It is central to what you see,
- How you make sense of what you see,
- How you express yourself

Culture is the arts elevated (raised, high up) to a set of beliefs." – Tom Wolfe



The meaning of culture



Culture



Language



Manners of interacting



Thoughts



Values
(advantage)



Expected behaviors



Practices



Culture



Relationships



Customs
(tradition)



Roles



Rituals
(ceremony)



Courtesies
(good manner,
respect)



Communication




Four fundamental patterns of cultural difference

What is different?

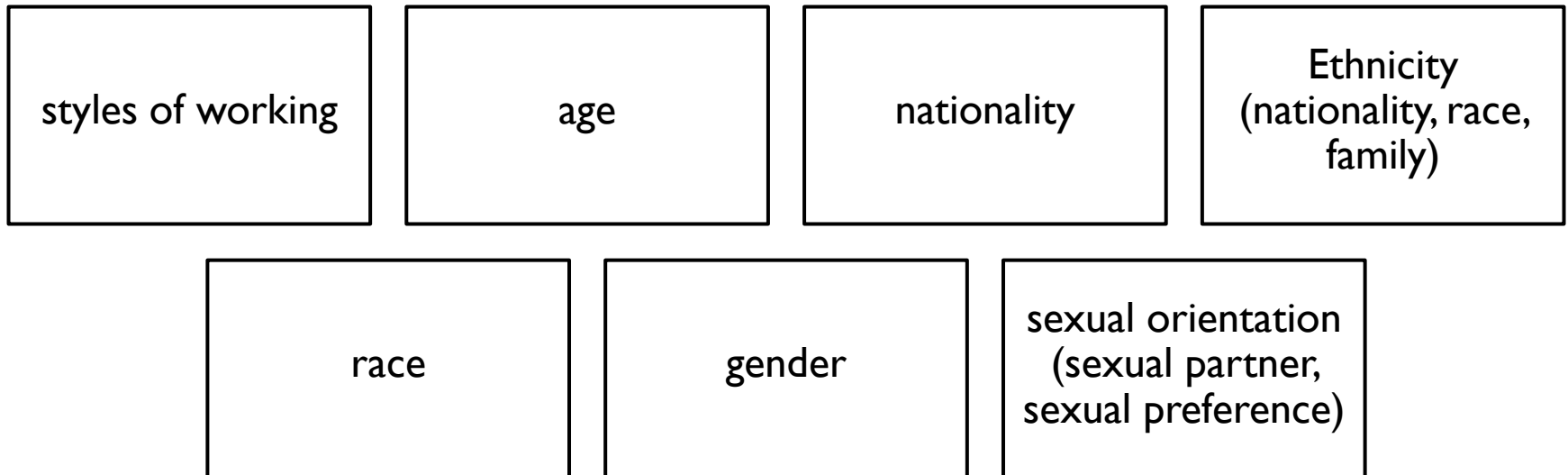
- Communication styles
- Attitudes toward conflicts
- Decision making style
- Approaches to knowing

What is hidden below the surface (outside)?

- Beliefs
 - Values
 - Expectations
 - Attitudes
-
- 

Cross cultural communication

It refers to *the communication between people* who have differences in anyone of the following:



Cross cultural communication

Intercultural communication is the process of sending and receiving message between people whose cultural background could lead them to interpret (clarify, explain) verbal and non-verbal signs differently.

Cross-cultural communication can also refer to the attempts (attack, try) that are made to exchange, negotiate and mediate (interfere, deal, try to bring an agreement) cultural differences by means of language, gestures (action) and body language.

It is how people belonging to different cultures communicate with each other.



Blocks to Cultural Communication

Ethnocentrism

Discrimination

Stereotyping

Cultural Blindness

Cultural Imposition

Tone Difference



Ethnocentrism

Inability to accept another culture's world view.

e.g., "my way is the best"



Discrimination

Differential treatment of an individual due to minority status; actual and perceived.

e.g., "we just aren't equipped (outfitted, dressed) to serve people like that"



Stereotyping

Generalizing about a person while ignoring presence of individual difference.

e.g., "she's like that because she's Asian – all Asians are nonverbal"



Cultural Blindness

Differences are ignored and one proceeds as though differences did not exist. It refers to a person follows the **cultural** tradition and values without judging that either it is good or bad.

e.g., "there's no need to worry about a person's culture"



Cultural Imposition (forcing)

Belief that everyone should conform (accept, follow) to the majority.

e.g., "we know what's best for you, if you don't like it you can go elsewhere"



Tone Difference

Formal tone change becomes embarrassing and off-putting in some cultures



Cultural Differences

Different ways of looking at things

Different ways of dressing

Different ways of expressing personality/goodness



Cultural Dimension

High Context vs. Low Context

Monochronic vs. Polychronic

Future vs. Present vs. Past Orientation

Quantity of Time



Cultural dimension

High Context vs. Low Context

A high context

- Cultures that rely heavily on non-verbal and subtle (fine, nice, especially of a change) situational cues (signal) in communication.

Low Context

- Cultures that rely heavily on words to convey (carrying, take) meaning in communication.



Cultural dimension

Monochronic vs Polychronic

Monochronic cultures

- It like to do just one thing at a time.
- They value certain orderliness and senses of they're being an appropriate time and place for everything.
- They do not value interruptions.

Polychronic cultures

- It like to do multiple things at the same time.



Cultural dimension

Future vs. Present vs. Past Orientation

Past-oriented societies

- It is concerned with traditional values and ways of doing things.
- They tend to be conservative in management and slow to change those things that are tied to the past.

Present-oriented societies

- They see the past as passed and the future as uncertain. They prefer short-term benefits.

Future-oriented societies

- To have a great deal of optimism (hope, confidence) about the future.
- They think they understand it and can shape it through their actions.
- They view management as a matter of planning, doing and controlling (as opposed to going with the flow, letting things happen).



Quality of time

In some cultures

- Time is seen as being a limited resource which is constantly being used up.
- It's like having a bathtub full of water which can never be replaced, and which is running down the drain.
- You have to use it as it runs down the drain or it's wasted.

In other cultures

- Time is more plentiful (rich)
- If not infinite. In old agricultural societies, time was often seen as circular, renewing itself each year.



Why Cross Culture Communication is important ?



Why Cross Culture Communication is important ?

Globalization: Cross border movement of people, goods and data brings more and more cultures into contact with one another and increases the potential of cross culture communication.

Business Opportunities

Job Opportunities

Improves the contribution of employees in a diverse workforce

Sharing of views and ideas

Talent improvisation (speaking off the cuff)

An understanding of diverse market



Ten Pre-cautions in Cultural Communication

Slow Down

Separate Questions

Avoid Negative Questions

Take Turns (exchange, switch, follow)

Write it down



Ten Pre-cautions in Cultural Communication

Be Supportive

Check Meanings

Avoid Slangs

Watch the humor
(mood)

Maintain Etiquette



1st week Individual Assignment

- ▶ YouTube URL Link: Intercultural Communication Adventure with Little Pilot
[Little Pilot](#)
- ▶ What do you get from the video?
- ▶ What is the purpose from the video?
- ▶ What is the process of their communicate?

