

ITM3208  
Cross Cultural Communication in ASEAN  
Tourism

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# Objectives

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- ▶ 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.



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What is culture?

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# Culture

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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 to a set of beliefs." – Tom Wolfe

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# The meaning of culture

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## Material Culture

Physical objects created by human groups.


cars,  
books,  
clothing,  
computer, etc.

## Non-Material Culture

Abstract human creations.

Rules,  
ideas,  
beliefs,  
language,  
work practices, etc.

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# Culture

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Language



Manners of  
interacting



Thoughts



Values



Expected  
behaviors



Practices

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# Culture

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Relationships



Customs



Roles



Rituals



Courtesies



Communication

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# Four fundamental patterns of cultural difference

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## What is different?

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

## What is hidden below the surface?

- Beliefs
  - Values
  - Expectations
  - Attitudes
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# Cross cultural communication

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

styles of working

age

nationality

ethnicity

race

gender

sexual orientation



# Cross cultural communication

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

Cross-cultural communication can also refer to the attempts that are made to exchange, negotiate and mediate cultural differences by means of language, gestures and body language.

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

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# Blocks to Cultural Communication

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Ethnocentrism

Discrimination

Stereotyping

Cultural Blindness

Cultural Imposition

Tone Difference

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# Ethnocentrism

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Inability to accept another culture's world view.

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



# Discrimination

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

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



# Stereotyping

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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

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Differences are ignored and one proceeds as though differences did not exist.

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



# Cultural Imposition

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Belief that everyone should conform to the majority.

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





# Tone Difference

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



# Cultural differences

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Different ways of looking at things

Different ways of dressing

Different ways of expressing personality/goodness

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# Cultural dimension

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High Context vs. Low Context

Monochronic vs. Polychronic

Future vs. Present vs. Past Orientation

Quantity of Time

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# Cultural dimension

## High Context vs. Low Context

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### A high context

- Cultures that rely heavily on non-verbal and subtle situational cues in communication.

### Low Context

- Cultures that rely heavily on words to convey meaning in communication.



# Cultural dimension

## Monochronic vs Polychronic

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### 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

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### 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 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).
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# Quality of time

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## 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
- If not infinite. In old agricultural societies, time was often seen as circular, renewing itself each year.



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Why Cross Culture Communication is important ?





# Why Cross Culture Communication is important ?

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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

An understanding of diverse market

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# Ten Pre-cautions in Cultural Communication

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Slow Down

Separate Questions

Avoid Negative  
Questions

Take Turns

Write it down

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# Ten Pre-cautions in Cultural Communication

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Be Supportive

Check Meanings

Avoid Slangs

Watch the humor

Maintain Etiquette



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Any questions?



# 1<sup>st</sup> week Individual Assignment

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- ▶ YouTube URL Link: Intercultural Communication Adventure with Little Pilot  
[https://www.youtube.com/watch?v=PSt\\_op3fQck](https://www.youtube.com/watch?v=PSt_op3fQck)
- ▶ What do you get from the video?
- ▶ What is the purpose from the video?
- ▶ How do they communicate?
- ▶ To submit the paper on Thursday 8<sup>th</sup> June, 2017
- ▶ To present in front of the class

