

ITM3208

Cross Cultural Communication in ASEAN Tourism



UNIT 2: SOCIAL CONTACT

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Objectives



- To understand the determinants of tourist-host contact
- To identify the type of intercultural tourist-host contact
- To understand the interaction difficulties in inter and cross cultural tourist-host contact
- To understand the Cultural Shock and the importance of the cultural background analysis

Determinants of tourist-host contact



Temporal

- (e.g., time different roles played by a tourist and host)

Spatial

- (e.g., physical such as distance, and social such as social positions of a tourist and a host, social rules they have to conform to)

Communication

- (e.g., different language and non-verbal behavior)

Cultural

- (e.g., different values, perceptions, attitudes)

Determinants of tourist-host contact



Brief

Temporary and non repetitive

Determinants of tourist-host contact (cont)



Open and deceit, exploitation and mistrust

- Because tourists and hosts do not have to take into account the consequences of their behavior such as dishonesty, hospitality and cheating.

Asymmetric in terms of meanings for both sides,

- different roles and goals,
- different situation status,
- different motivation and behavior,
- different access to wealth and information,
- different commitment and responsibilities,
- different social-economic position and cultural identity

Determinants of tourist-host contact (cont)



Unbalanced

Superficial

Determinants of tourist-host contact (cont)



Not intensive

Lacking spontaneity

Determinants of tourist-host contact (cont)



Commercial, limited only to business transactions, transformed into a sources for economic gain

Requiring friendliness and strong concern for quality of service from service providers for the purpose of profit

Determinants of tourist-host contact (cont)



Formal depending on the situation

- (a) tourists buy goods or services
- (b) meet together at the place of tourist attraction that both use, for example beach, golf course
- (c) meet together during the exchange of information and ideas when the contact is the least formal.

Competitive

Determinants of tourist-host contact (cont)



Involving an element of dreams and admiration

Demanding new experiences that may be positive :-

- for example, when hosts are professional in offering product,
- or negative when hosts are not capable of meeting tourist demands,
- lack product knowledge, choices available,
- and so forth, and ambiguous

The interaction difficulties in inter and cross cultural tourist-host contact



1. The place

- the place offer the maximum opportunities for tourists-host encounter.
- Therefore, most tourists-encounter are with professional host.
- However, it was also argued that and intensive interaction is more likely to develop between tourists and tourists.
- It is even less likely to develop between tourists and professional host.

The interaction difficulties in inter and cross cultural tourist-host contact (cont)



2. The interpersonal attraction of the contact participants to each other

- It determines social interaction suggested that attraction is determined by perceived similarity in attitudes.
- The greater the similarity, the more likely the contact participants are to agree with each other's views and beliefs, and the more likely they are to interact.
- Culture influences the level of attraction and perceived similarity.

The interaction difficulties in inter and cross cultural tourist-host contact (cont)



3. The attributes of the contact participants influence the social contact

- Examples of personal attributes toward tourists,
- efforts to understand tourists' needs,
- and the tourists' willingness to understand and respect the hosts' culture increase the chances for their mutual interaction.
- On the other hand, hosts' resentment of tourists,
- lack of appreciation of the tourists' cultural background,
- arrogant behavior toward tourists,
- sense of superiority
- and the tourists' lack of respect of the host's culture decrease the chances for their interaction.

The interaction difficulties in inter and cross cultural tourist-host contact (cont)



4. Social contact is positively related to social motivators

- such as the desire to interact with people of the host community.
- however, many tourists and hosts may encounter each other with no desire to interact at all.
- also, some tourists may prefer to engage in conversations with foreign hosts own countries,
- but without committing themselves to follow-through.
- some may prefer participation but without an assimilation with the locals.
- only some tourists may like to interact, engage in deep and long interactions, know each other better, share personal experiences, and develop long-term friendships.
- the motivation to interact socially with other people is influenced by the cultural orientation towards social relationship.

The interaction difficulties in inter and cross cultural tourist-host contact (cont)



5. The tourist's orientation may determine tourists-host relations

- When the relationship between tourists and hosts are based on economic exchange personal relations are not emphasized.
- In fact, the relationship between working tourists and hosts based on the employee-employer relationships may even involve elements of tension and conflict and, thus the contact can suffer.
- Furthermore, those who perceive it as part of their tourists experience, they may also be less exposed to disappointment from the tourists-host contact and be more positive about it.

The interaction difficulties in inter and cross cultural tourist-host contact (cont)



Rules of social behavior determine the variance of behavior in many social interactions.

- These rules concern introductions, greetings and farewell, names and titles, behavior in public places, parties and so forth.
- These rules provides guidelines for social interactions and they differ between cultures.

The interaction difficulties in inter and cross cultural tourist-host contact (cont)



7. The status of the participants is important for the development of social interaction.

- **If one participant's status is lowered, then hatred may develop.**
- **Social contact also depends on the degree to which the participants share mutual interests, activities have common goals.**

Cultural Shock



Culture shock is a common phenomenon and, though it may take months to develop, it often affects travelers and people living far from home in unexpected ways.

Culture shock is more than simply being unfamiliar with social norms or experiencing new foods and it tends to impact travelers even after they've become familiar with and comfortable in new cultures.

Cultural Shock (cont)



Culture shock generally moves through four different phases: honeymoon, frustration, adjustment and acceptance.

While individuals experience these stages differently and the impact and order of each stage varies widely, they do provide a guideline of how we adapt and cope with new cultures.

Four different phases of Cultural Shock



The Honeymoon Stage

The Frustration Stage

The Adjustment Stage

The Acceptance Stage

The Honeymoon Stage



The first stage of culture shock is often overwhelmingly positive during which travelers become infatuated with the language, people and food in their new surroundings.

The Frustration Stage



Frustration may be the most difficult stage of culture shock and is probably familiar to anyone who has lived abroad or who travels frequently.

The Adjustment Stage



Frustrations are often subdued as travelers begin to feel more familiar and comfortable with the cultures, people, food and languages of new environments.

The Acceptance Stage



The final stage of culture shock is acceptance. Acceptance doesn't mean that new cultures or environments are completely understood;

rather it signifies realization that completes understanding isn't necessary to function and thrive in the new surroundings.



Any questions

Assignments



First video:

- Saigon Culture Shock | Vietnam Vlog
- URL Link : https://www.youtube.com/watch?v=59NA1NM_hXY
- What do you think about the cultural shock you have seen through video?

Second video:

- How to survive in Vietnam(Culture Tips for International Volunteers)
- URL Link: <https://www.youtube.com/watch?v=c-Cmqcd2EeM>
- How do survive in Vietnam?