TRM 3210 Cross Cultural Communication in Tourism Industry

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

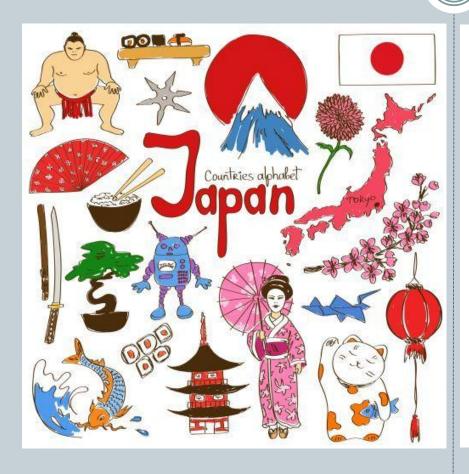
Learn all about Japanese Culture







You MUST know about Japan





NEVER do these 10 things in Japan





Temporal

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

Spatial (dimensional, geographical)

• (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)

Open and deceit, exploitation and mistrust

 Because tourists and hosts do not have to take into account the consequences (outcome) 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

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

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, gold course
- (c) meet together during the exchange of information and ideas when the contact is the least formal.

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 (forward), and ambiguous

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 (in-depth) interaction is more likely to develop between tourists and tourists.
- It is even less likely to develop between tourists and professional host.

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

- It determines social interaction suggested that attraction is determines 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.

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 (dissatisfaction, discontent) of tourists,

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

- lack of appreciation of the tourists' cultural background,
- arrogant behavior toward tourists,
- sense of superiority (lead, leadership)
- and the tourists' lack of respect of the host's culture decrease the chances for their interaction.

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.

4. Social contact is positively related to social motivators

- some may prefer participation but without an assimilation (appreciate, behold, perceive) 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.

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. (point up, bring attention to, highlight)
- In fact, the relationship between working tourists and hosts based on the employee-employer relationships may even involve elements of tension (anxiety, pressure) 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 (unprotected, open) to disappointment from the tourists-host contact and be more positive about it.

6. 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.

- 7. The status of the participants is important for the development of social interaction.
 - If one participant's status is lowered, then hatred (dislike, hostility) 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 (enormous, huge) positive during which travelers become infatuated (inspired, besotted) with the language, people and food in their new surroundings.

The Frustration Stage

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

During this stage of culture shock, depression, irritability, anger, homesickness, and anxiety reign. The visitor begins to see the new culture as inferior and reacts with anger.

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.

2nd Assignment

- To share your experience for the cultural shock you have faced in each stages.
- Share to your classmate (June 13, 2019)