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Cross-Cultural Aspects of Tourism and Hospitality

Cross-Cultural Aspects of Tourism and Hospitality is the first textbook to offer students, lecturers, researchers and practitioners a comprehensive guide to the influence of culture on service providers as well as on customers, affecting both the supply and the demand sides of the industry – organisational behaviour, and human resource management, and marketing and consumer behaviour.

Given the need for delivering superior customer value, understanding different cultures from both demand and supply sides of tourism and hospitality and the impact of culture on these international industries is an essential part of all students' and practitioners' learning and development. This book takes a research-based approach critically reviewing seminal cultural theories and evaluating how these influence employee and customer behaviour in service encounters, marketing, and management processes and activities. Individual chapters cover a diverse range of cultural aspects including intercultural competence and intercultural sensitivity, uncertainty and risk avoidance, context in communication, power distance, indulgence and restraint, time orientation, gender, assertiveness, individualism and collectivism, performance orientation, and humane orientation.

This book integrates international case studies throughout to show the application of theory, includes self-test questions, activities, further reading, and a set of PowerPoint slides to accompany each chapter. This will be essential reading for all students, lecturers, researchers and practitioners and future managers in the fields of Tourism and Hospitality.

Erdogan Koc is Professor of Services Marketing and Management at Bahçeşehir University. He received his BA in Communication Studies from the University of Istanbul, MBA from the Cardiff Business School, and Ph.D. from Oxford Brookes University in Business and Management. He has extensively published in top-tier journals such as *Tourism Management*, *International Journal of Human Resource Management*, *Journal of Travel and Tourism Marketing*, *International Journal of Intercultural Relations*, *Journal of Hospitality Marketing and Management*, among others, and serves on the editorial boards of several high-ranking journals and acts as a referee for top-tier journals. He has published two international books in the area of tourism and hospitality. As well as his research and academic experience, he provides training to a wide range of businesses and has management experience of reputable brands.

Cross-Cultural Aspects of Tourism and Hospitality

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Erdogan Koc

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