

# Cross-Cultural Aspects of Tourism and Hospitality

A Services Marketing and  
Management Perspective

Erdogan Koc

# 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.

First published 2021  
by Routledge  
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge  
52 Vanderbilt Avenue, New York, NY 10017

*Routledge is an imprint of the Taylor and Francis Group, an informa business*

© 2021 Erdogan Koc

The right of Erdogan Koc to be identified as author of this work has been asserted by him in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

*Trademark notice:* Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

*British Library Cataloguing-in-Publication Data*

A catalogue record for this book is available from the British Library

*Library of Congress Cataloging-in-Publication Data*

Names: Koc, Erdogan, author.

Title: Cross-cultural aspects of tourism and hospitality: a services marketing and management perspective / Erdogan Koc.

Description: Abingdon, Oxon; New York, NY: Routledge, 2021. | Includes bibliographical references and index.

Identifiers: LCCN 2020014255 (print) | LCCN 2020014256 (ebook) | ISBN 9780367862893 (hardback) | ISBN 9780367860745 (paperback) | ISBN 9781003018193 (ebook)

Subjects: LCSH: Tourism—Cross-cultural studies. |

Tourism—Marketing—Cross-cultural studies. |

Tourism—Management—Cross-cultural studies.

Classification: LCC G155.A1 K595 2021 (print) |

LCC G155.A1 (ebook) | DDC 910.68—dc23

LC record available at <https://lcn.loc.gov/2020014255>

LC ebook record available at <https://lcn.loc.gov/2020014256>

ISBN: 978-0-367-86289-3 (hbk)

ISBN: 978-0-367-86074-5 (pbk)

ISBN: 978-1-003-01819-3 (ebk)

Typeset in Frutiger and Sabon  
by Newgen Publishing UK

Visit the eResources: [www.routledge.com/9780367860745](http://www.routledge.com/9780367860745)