

HOTEL MANAGEMENT

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Hotel management is a complex and dynamic field that requires a range of skills and competencies. One of the key challenges that hotel managers face is dealing with guests from different cultures. This requires a deep understanding of cultural differences and the ability to adapt to different communication styles, customs, and expectations. In this context, cross-cultural competence is essential for effective hotel management. This article explores the importance of cross-cultural competence in hotel management, and provides strategies for hotel managers to overcome cultural barriers. Real-life examples are used to illustrate the importance of cross-cultural understanding in hotel management. The article concludes that cross-cultural competence is a critical skill for hotel managers in today's globalized world, and that it is essential for providing high-quality service to guests from diverse cultural backgrounds.

Key words: hotel industry; cultural diversity; hotel management; intercultural communication; cultural sensitivity; leadership; organizational culture.

Tourism and hospitality activities are increasingly becoming international in nature, with the participation of people from different countries and cultures. This means that there is a need for a better understanding of culture and cultural issues relating to tourism and hospitality. The need to understand the influence of culture in the design and management of tourism and hospitality businesses is extremely evident. National culture has a significant influence on the practices of hotel managers. Large international enterprises are characterized by uniform rules and procedures. As a consequence, international management practices show a certain homogenization [1].

One of the best examples of hotel management in Dubai is the Burj Al Arab, often referred to as the world's most luxurious hotel. The hotel's management prides itself on offering exceptional service, personalized attention to guests, and an unforgettable experience. The Burj Al Arab offers a wide range of services and amenities, including private butler service, a selection of restaurants and bars, an iconic infinity pool, and a spa. The hotel also offers stunning views of the city skyline, including the famous Palm Jumeirah island. The hotel's management team has implemented strict health and safety measures, including frequent sanitation of high-touch areas, mandatory mask-wearing for staff and guests, and temperature checks upon entry.

Overall, the Burj Al Arab is a testament to the excellent hotel management in Dubai that has made the city a global leader in luxury hospitality [2].

Cultural awareness, sensitivity, and understanding of cultural differences should be perceived as a critical issue for business success. The importance of leadership to the success of a business cannot be over emphasized, as leadership is said to be a key factor for the success of any business. There are several reasons why today's hotel professionals should be aware of these interactions and the possibilities of managing them. The importance of effective communication is well recognized today. Communication has been identified as the key to quality, productivity, and competitiveness. Dealing with people is one of the biggest challenges a manager has to face, and communication is often one of the most difficult areas. Miscommunication may strongly influence business effectiveness, including the loss of prestige and credibility, which ultimately leads to financial issues and other business problems. One benefit of recruiting people with different cultural backgrounds is that it not only improves communication with outsiders, it also brings in innovative ideas to insiders.

Successful hotel management involves providing guests with quality service, maintaining a well-trained staff, and managing revenue streams to ensure profitability [3]. The primary feature of hotel management is providing guests with a comfortable and enjoyable stay. To achieve this, hotel managers must be able to hire and train an effective team, delegate tasks efficiently, and maintain strong relationships with suppliers and vendors. Another important feature of hotel management is revenue management, which involves maximizing income and profit through strategic pricing, inventory management, and distribution. Effective hotel management also involves marketing and sales, which involves promoting the hotel's brand, products and services, and building strong relationships with potential customers [4].

In addition to these features, successful hotel management requires a focus on sustainability, which involves implementing eco-friendly practices and reducing waste.

One example of the best hotel management is Ritz-Carlton. Ritz-Carlton is a luxury hotel brand that is known for providing exceptional hospitality and customer service to its guests. The brand prides itself on its commitment to excellence in every aspect of the hotel experience. The Ritz-Carlton approach to hotel management is based on a set of core values and principles, which include a focus on teamwork, empowerment, and a dedication to the guest experience. The hotel's management team works closely with staff members to ensure that they are empowered to make decisions and take ownership of their roles, which fosters a sense of pride and accountability.

Additionally, Ritz-Carlton provides extensive training and development programs for its employees, which ensures that they have the knowledge and skills to provide exceptional customer service. The hotel also regularly solicits feedback from guests and uses this feedback to make improvements to its operations, ensuring that the guest experience is constantly evolving and improving.

Perhaps one of the most notable examples of Ritz-Carlton's exceptional hotel management is the brand's "Mystique" program. This program is designed to create a sense of anticipation and excitement for guests before they even arrive at the hotel, by providing them with personalized and thoughtful interactions with the hotel staff. From customized welcome notes to personalized amenities in the guest room, the Mystique program is a prime example of how Ritz-Carlton goes above and beyond to create a memorable guest experience[5].

Overall, hotel management is a complex and demanding field that requires a diverse skill set and a dedication to providing exceptional customer service. With the right training and experience, hotel managers can create unforgettable experiences for their guests, build lasting relationships with their staff, and achieve long-term success in the hospitality industry.

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