Globalisation of the service industry: Cross-cultural sensitivities in Tourism and Hospitality
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Asad Mohsin is an associate professor at the University of Waikato School of Management. In July 2003 Asad was working at the Charles Darwin University (previously NT University) in Australia. At the Charles Darwin University he was responsible for developing and coordinating Higher Education programs in hospitality management to include - MBA in Hospitality Management, Graduate Diploma in Hospitality Business, and Bachelor of Business Administration in Hospitality.

His academic qualifications include: PhD; MBA; Graduate Certificate in Tertiary Teaching from Australia and Diploma (3years) in Hotel Management, Catering and Nutrition, from Pusa Institute, New Delhi and B.SC. from Delhi University. Asad is a Fellow of two renowned institutes namely: Australian Institute of Management and NZ Institute of Management. His main research interests and publications are in the area of - Tourism & Hospitality customer perceptions & contemporary trends and Tourism and Hospitality product and service quality assessment.

[Abstract] Growth in the service industry internationally has imposed dealings between people from different cultures. As culture relates to norms, values and customs of people it generates behavioral differentiation, this results in divergence in expectations during service encounters either as customers, employees or suppliers. Hotels and other sectors of the tourism industry are faced with the challenge of sensitivities arising from cross-cultural service encounters. Such industries continuously need to assess their service performance alongside the expectation of their customers, employees and suppliers who might be from a diverse cultural background. It might become easier to deal with this challenge, if one is trained in cross-cultural management skills. This presentation highlights the selected research on cross cultural sensitivities, discusses some gaps in hospitality and tourism research, curriculum implications, managerial implications, current issues and suggests a way forward to survive the globalisation of the service industry.