



**Intercultural Professional Development in Hospitality
AGREEMENT NUMBER – 2021-1-IE01-KA220-VET-0033351**

R1/A1: Needs Analysis

NATIONAL REPORT

Ireland

PART 1: National Socio-Economic Report

Name of the Country: Ireland

1. What are the basic pillars of the national economy (References to agriculture, industry, construction, domestic market etc.)?

The basic pillars for Ireland are ensuring sustainable finances for a long-lasting recovery due to economic crises like Covid-19. By helping people back into work extending labour market supports and through intense activation and reskilling and upskilling opportunities, driven by Pathways to Work from 2021-2025 (E-Bulletin, 2021). The agri-food sector is Ireland's oldest and largest indigenous exporting sector 2,000 fishing vessels would result in €700 million and it employs over 163,600 people or 7.1% (Department of Agriculture, 2021). There are a variety of Government supports for investment and development such as Bord Bia and Enterprise Ireland (EI). The economy aims to Rebuilding Sustainable Enterprises through targeted supports and policies to make enterprises more resilient and productive and reforms that enhance our long-term capacity for growth, balanced regional development and by improving living standards (Taoiseach, 2021). Government contracts with Construction Industry to develop infrastructure related to health, transport as well as education sector there are currently 127,300 construction workers.

2. What is the situation of the labour market (employment rates, wages and salaries, employment of third country nationals, employment of European migrants etc.)?

The Irish Labour Market has been affected by the pandemic along with almost every nation. The economy has experienced a significant drop in job vacancies of more than 56% during the first lockdown the current employment amount is approximately 2.3 million. Unemployment rates had risen to 31.5% while youth unemployment was 67.4%. (Monitor, 2021) The Irish labour market is not expected to recover from the pandemic until 2024 (Burke-Kennedy, 2021). Ireland aims to attract other countries workforces as there is a shortage of highly skilled ICT, healthcare workers and financial services. Other countries like Bosnia and Herzegovina are also experiencing a lack of workers in the construction sector. The immigration rate has fallen slightly in recent times. According to the Central Statistics Office (CSO), show that the number of immigrants is estimated to have decreased by 23.7 per cent year-on-year from 85,400 in 2020 to 65,200 in 2021. (Network, 2021)

3. What is the country's level in terms of economic and financial indicators such as stock exchange, financial results, national debt, and business service? (Where possible, please provide percentages from European or World Bank reports)

The country's pandemic complications and specific risks have continued to increase borrowing costs and weaken domestic currencies in several countries. Ireland is currently in debt of approximately €240 billion. The prices rise and new taxes have been introduced for example the prices of petrol were up 27.5% over the 12 months and up 3.7% in November from October after the Government increased the carbon tax in October's Budget (Finn, 2021). Irelands GDP growth slowed significantly and is projected to trend around 460.00 USD Billion in 2022. (Economics, 2022) The European Commission projects the 12-month rolling average HICP inflation in Ireland at 2.3% in 2021, 3.1% in 2022 and 1.5% in 2023. (Oireachtas, 2022)

4. What is the country's level in terms of social indicators such as education, health, employment and unemployment rates, participation, safety, and gender equality? (Where possible, please provide percentages from Eurydice or other European or World Bank reports)

Ireland has an employment rate of 5.2% and an unemployment rate of 6% in 2022 the unemployment rate is high due to the increase of part-time employment. The education system has proven to be very successful a study found Ireland is ranked 4th out of 38 countries. As 58% of people aged between 25 and 34 progressed to third-level education, compared to a 45% OECD average. (Education, 2021) The Labour Force Participation Rate is approximately 61.50 percent in 2022. Ireland ranks 7th in the EU on the Gender Equality Index. Its score is 4.3 points above the EU's score (EIGE, 2020). There has been a significant rise in crime incidents classified as Fraud and related offences, which was higher by 1,322 incidents (+64.9%) the total amount of offences is 41,570. (statistical, 2021)

5. Are there any socio-economic threats to the country and its citizens?

Ireland manages their risk with World Economic Forum in their 'Global Risks Report' approach analysing the Geopolitical, Economic, Social, Environmental and Technological factors. Nowhere is the integrated nature of risk more apparent than with climate change as Ireland has heavy rainfall flooding is always a threat. There have been several economic shocks related to the pandemic, including disruption to supply chains, market shortages in some sectors and a pick-up in inflation have the potential to slow the recovery if they persist. (Oireachtas, 2022) Across 2020 and 2021, approximately €38 billion has been allocated for COVID-19 related spending programs (Expenditure, 2022). Some sectors may not recover the risks are compounded by ongoing issues affecting international trade and travel including pressures on the global supply chain and Brexit. (Ireland, 2022)

6. What is the level of training of staff working in the tourism industry in terms of intercultural skills?

Tourism is worth over €740 million to the economy almost 15% of visitors come to Ireland come for business reasons meaning business tourism has been one of the fastest growing segments of our tourism industry, supporting 20,000 jobs. (Ireland, 2022) To get a job in the travel sector you need a third-level qualification or training with work experience. Jobs within the tourism and travel sector tend to be a mix between front-line client services roles and behind-the-scenes support position. (Gradireland, 2021) Meaning you must develop strong people skills and the ability to present information to clients in a friendly manner. Other skills include having a passion for marketing and promotion, being knowledgeable of the “tourism product”, commercial awareness and language skills.

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PART 2: Analysis of Questionnaires

Name of the Country: **Ireland**

Name of the institution: **Munster Technological University**

Number of participants (hotel staff): **30**

Number of participants (hotel guests): **11**

Questionnaire of Hotel Staff

Q1. Country of Origin/Nationality

Answer	Response
Bulgaria	0 / 30
Cyprus	0 / 30
Greece	0 / 30
Ireland	30 / 30
Italy	0 / 30
Lithuania	0 / 30
Slovenia	0 / 30
Netherlands	0 / 30
Other	0 / 30

Q2. Gender (optional)

Answer	Response
Male	11 / 30
Female	19 / 30

Q3. Age

Answer	Response
Under 20 years	1 / 30
20 - 30 years	7 / 30
30 - 40 years	8 / 30
40 - 50 years	9 / 30
Over 50 years	5 / 30

Q4. Religion (optional)

Answer
Catholic x 18

Q5. In which country are you working?

Answer	Response
Bulgaria	0 / 30
Cyprus	0 / 30
Greece	0 / 30
Ireland	30 / 30
Italy	0 / 30
Lithuania	0 / 30
Slovenia	0 / 30
The Netherlands	0 / 30
Other	0 / 30

Q6. If "other", please name the country.

Answer
Czech Republic

Q7. Which service area of the hotel do you work in?

Answer	Response
Reception	4 / 30
Food and Beverage	9 / 30
Housekeeping	2 / 30
Management	19 / 30
Other: HR x2, HR (Learning and Development Officer) x1	3 / 30

8. How often do you communicate with:

Answer	Not at all	Not very often	Often	Very often	Constantly
A) colleagues with a different cultural background	0 / 30	2 / 30	5 / 30	6 / 30	17 / 30
B) customers with a different cultural background	0 / 30	8 / 30	8 / 30	4 / 30	10 / 30

How would you rate your competences against the following?

9. a) Communication

Answer	No Competence	Limited Competence	Sufficient Competence	Total Competence
Foreign Language Skills	9 / 30	16 / 30	4 / 30	1 / 30
Maintaining Professional Presentation (i.e. uniform)	0 / 30	1 / 30	7 / 30	22 / 30
Problem Solving Skills	0 / 30	0 / 30	18 / 30	12 / 30
Cross-Cultural Communication	0 / 30	6 / 30	20 / 30	4 / 30
Teamwork Skills	0 / 30	0 / 30	15 / 30	15 / 30
Active Listening Skills	0 / 30	0 / 30	15 / 30	12 / 30
Empathy Skills	0 / 30	2 / 30	13 / 30	15 / 30

Q10. Please indicate the situations in which you encounter communication problems with colleagues and guests of different cultural backgrounds during your day-to-day work. (Please tick any that applies to you)

Answer	Response
Day to day chats	7 / 30
Communication about daily tasks	13 / 30
When discussing guests' complaints/requirements/requests	11 / 30
When communicating with other departments	8 / 30
Talking about emotions (e.g. anxiety, stress, depression, worries, dissatisfaction...)	16 / 30
Religious differences	5 / 30
Language barriers	18 / 30
Dress codes	4 / 30
Guests refusing/not able to communicate with me due to language/cultural differences	6 / 30
Guests refusing/not able to communicate with my colleagues due to language/cultural differences	10 / 30
Other:	1 / 30

Q11. In the case one of your answers was "other", you have the opportunity to (optionally) provide more information here.

Answer
There can sometimes be issues with comprehension regarding instructions / hotel policies etc.

Q12. If you wish, please describe situations in which you encountered any of the above in more detail.

Answer
Bad Culture within the Hotel
With an employee who has a limited amount of the english language it is hard for them to understand what is required of them in their duties on a day to day basis.
message taking, a colleague took a message of an interview time which was cancelling not confirming causing an issue
They indicate and tell me that they understand but may not fully comprehend. For example the staff member will say they fully understand and have no questions but then they breach a policy and tell us they didnt fully understand. I believe

Q13. b) Emotional Intelligence

Answer	No Competence	Limited Competence	Sufficient Competence	Total Competence
Flexibility in dealing with guests	0 / 30	0 / 30	15 / 30	15 / 30
Flexibility in dealing with colleagues	0 / 30	1 / 30	16 / 30	13 / 30
Coping with negativity in the workplace	0 / 30	2 / 30	20 / 30	8 / 30
Adaptation to new challenges and situations	0 / 30	4 / 30	17 / 30	9 / 30
Flexibility of behaviour (i.e: different cultures/cultural diversity)	0 / 30	5 / 30	14 / 30	11 / 30
Understanding other people's feelings	0 / 30	2 / 30	16 / 30	12 / 30

Q14. Please indicate the situations in which you encounter Emotional Intelligence related problems with colleagues during your day-to-day work. (Please tick any that applies to you)

Answer	Response
Difficulties expressing/discussing feelings with colleagues	11 / 30
Difficulties understanding someone's feelings	4 / 30
Difficulties managing stress during conflict with guests	10 / 30
Difficulties managing stress during conflict with colleagues	13 / 30
Difficulties dealing with guests and/or colleagues	4 / 30
Difficulties adapting to unexpected situations	10 / 30
Difficulties in managing discriminative behaviours towards me	3 / 30
Difficulties in managing discriminative behaviours towards my colleagues	12 / 30
Other:	0 / 30

Q15. In the case one of your answers was “other”, you have the opportunity to (optionally) provide more information here.

Answer
NOTE: the above are a general workplace issue, rather than anything to do with culture.

Q16. If you wish, please describe situations in which you encountered any of the above in more detail.

Answer
Staff unable to resolve conflict with other staff in a professional manner

Q17. c) Understanding other cultures

Answer	No Competence	Limited Competence	Sufficient Competence	Total Competence
Understanding the different cultural backgrounds of colleagues and customers	0 / 30	10 / 30	17 / 30	3 / 30
Co-operating with colleagues of different cultural backgrounds	0 / 30	5 / 30	18 / 30	7 / 30
Providing services to customers from different cultural backgrounds	0 / 30	5 / 30	18 / 30	10 / 30
Openness and acceptance of others	0 / 30	2 / 30	14 / 30	14 / 30
Knowledge of specific needs of different cultures (i.e.: daily religious practices, dietary restrictions, greetings; etc.)	0 / 30	12 / 30	14 / 30	4 / 30

Q18. Please indicate the situations in which you encounter difficulties understanding other cultures of colleagues during your day-to-day work. (Please tick any that applies to you)

Answer	Response
Difficulties understanding colleagues' cultural backgrounds	11 / 30
Difficulties understanding guests' cultural backgrounds	6 / 30
Difficulties understanding and meeting guests' requests/expectations	3 / 30
Difficulties responding to cultural differences / cultural diversity	8 / 30
Low motivation to deliver service to customers of different cultural backgrounds	2 / 30
Low motivation to co-operate with colleagues of different cultural backgrounds	3 / 30
Refusal/Low motivation from customers to be served by me due to cultural differences / cultural diversity	0 / 30
Refusal/Low motivation from customers to be served by my colleagues due to cultural differences / cultural diversity	7 / 30
Other:	0 / 30

Q19. In the case one of your answers was “other”, you have the opportunity to (optionally) provide more information here.

Answer
NONE OF THE ABOVE. Our team is multi cultural and respect for all cultures is built in to our motto.

Q20. If you wish, please describe situations in which you encountered any of the above in more detail.

Answer
Casual Reluctance from older Irish customers to be served by Middle Eastern Staff, e.g. abrupt with server, kind to other staff

Q21. d) Openness to diversity

Answer	No Competence	Limited Competence	Sufficient Competence	Total Competence
Positive attitude towards guests	0 / 30	0 / 30	11 / 30	19 / 30
Positive attitude towards colleagues	0 / 30	0 / 30	11 / 30	19 / 30
Tolerance of cultural differences/diversity and habits/believes/behaviours/attitudes	0 / 30	2 / 30	13 / 30	15 / 30
Sociability to colleagues from different cultural backgrounds	0 / 30	2 / 30	15 / 30	13 / 30
Sociability to guests from different cultural backgrounds	0 / 30	3 / 30	13 / 30	14 / 30
Providing differentiated service according to diverse cultural and religious backgrounds	0 / 30	6 / 30	17 / 30	7 / 30
Awareness of own cultural background	0 / 30	4 / 30	14 / 30	12 / 30

Q22. Please indicate the situations in which you encounter challenges/difficulties maintaining a positive attitude, tolerating, or socialising with people from other cultures during your day-to-day work. (Please tick any that applies to you)

Answer	Response
Difficulties maintaining a professional attitude when dealing with different cultural attitudes/habits/beliefs/attitudes of colleagues or guests	5 / 30
Difficulties when trying to learn more/understand more about a cultural background	10 / 30
Difficulties being social with colleagues/guests from other cultural backgrounds	8 / 30
Difficulties maintaining a positive attitude towards different cultural /practises	3 / 30
Negative attitude towards me due to cultural differences	2 / 30
Negative attitude towards my colleagues to cultural differences	8 / 30
Other: I do not find it difficult	1 / 30

Q23. In the case one of your answers was “other”, you have the opportunity to (optionally) provide more information here.

Answer
NONE OF THE ABOVE. Our team is multi cultural and respect for all cultures is built in to our motto.

Q24. If you wish, please describe situations in which you encountered any of the above in more detail.

Answer
Irish Customer asked Indian colleague - "where is your bow, arrow and feathers"

Q25. e) Conflict Resolution

Answer	No Competence	Limited Competence	Sufficient Competence	Total Competence
Managing Interactions with colleagues of different cultural backgrounds	0 / 30	5 / 30	18 / 30	7 / 30
Managing Interactions with guests with different cultural backgrounds	1 / 30	5 / 30	18 / 30	6 / 30
Adapting to different cultural backgrounds (for both colleagues and guests)	0 / 30	2 / 30	21 / 30	7 / 30
Coping with stress/anxiety/maintaining professional attitudes in challenging situations	0 / 30	3 / 30	22 / 30	5 / 30

Q26. Please indicate a situation in which you encounter conflict between yourself and a colleague or a guest/customer and how it was resolved. (Please tick any that applies to you)

Answer	Response
Arguments/Misunderstandings because of a cultural difference with guests	2 / 30
Arguments/Misunderstandings because of a cultural difference with colleagues	9 / 30
Accidental offence due to lack of cultural knowledge	13 / 30
Discrimination from a colleague due to a different cultural background	5 / 30
Discrimination towards a colleague due to a different cultural background	3 / 30
Discrimination from a guest due to a different cultural background	3 / 30
Discrimination towards a guest due a to different cultural background	1 / 30
Provocative behaviour towards a colleague due to cultural differences	4 / 30
Reacting negatively to a cultural incident / misunderstanding	3 / 30
Other: Have not experienced a negative experience	1 / 30

Q27. In the case one of your answers was “other”, you have the opportunity to (optionally) provide more information here.

Answer
NONE OF THE ABOVE. Our team is multi cultural and respect for all cultures is built in to our motto.

Q28. If you wish, please describe situations in which you encountered any of the above in more detail.

Answer
Offering alcohol to those whose religion forbid it

Q29. f) Uncertainty Management

Answer	No Competence	Limited Competence	Sufficient Competence	Total Competence
Establishing Interpersonal relations	0 / 30	3 / 30	17 / 30	10 / 30
Self-awareness of other people and their cultures	0 / 30	5 / 30	19 / 30	6 / 30
Commitment to providing the best service	0 / 30	1 / 30	12 / 30	17 / 30
Commitment to maintaining good relations with colleagues of different cultures	0 / 30	2 / 30	14 / 30	14 / 30
Commitment to maintaining good relations with guests of different cultures	0 / 30	2 / 30	13 / 30	15 / 30

Q30. Please indicate a situation in which you encounter challenges/difficulties developing and maintaining interpersonal relations with customers and colleagues. (Please tick any that apply to you)

Answer	Response
Uncertainty when engaging with colleagues due to cultural differences	11 / 30
Uncertainty when engaging with guests due to cultural differences	3 / 30
Uncertainty on how to maintain good relations with colleagues from other cultural backgrounds	9 / 30
Uncertainty on how to maintain good relations with guests from other cultural backgrounds	12 / 30
High stress when building good relations with colleagues	7 / 30
High stress when building good relations with guests	1 / 30
Low motivation to commit to provide the best service possible	1 / 30
Low motivation from customers to engage with me	8 / 30
Other: NONE OF THE ABOVE. Our team is multi cultural and respect for all cultures is built in to our motto.	1 / 30

Q31. In the case one of your answers was “other”, you have the opportunity to (optionally) provide more information here.

Answer

Q32. If you wish, please describe situations in which you encountered any of the above in more detail.

Answer

Q33. Does your organisation support the Intercultural Development/Awareness/Sensitivity of the workplace?

Answer	Response
Yes	20 / 30
No	10 / 30

Q34. If 'Yes', please elaborate how: (i.e. trainings, coaching, mentoring, team-building activities etc.).

Answer
Training
Multi-cultural awareness is part of our orientation program and is reiterated during training (with a mentor).
Training coaching
Team Building.
team building activities
They will support you in every way
Training
Something we hope to work on this year
Training and Team Building
Translating training/matrix/S.O.P's into different languages.
Team building , activities, social events, training
Cultural days and trading and coaching on different one s

Q35. Have you attended any Training Seminars/Courses/Programmes on Intercultural Development of the Hospitality Industry in your country?

Answer	Response
Yes	3 / 30
No	27 / 30

Q36. If 'Yes', how often and if you can, please provide information on the course (Programme Title, Duration)

Answer
NUIG online.
Intercultural Communication - College Module

Q37. What topics would you like to have included in Training Seminars/Courses/Programmes on Intercultural Development of the Hospitality Industry in your country?

Answer
Respect, Empathy
Greetings, cultural knowledge about food and drink practices
Awareness of cultural dietary requirements.
To learn about different cultures and religions
Diversity
cultures
Tools to assist front line employees with the stress of life
Onboarding, inclusion, team building, awareness
recognising differences and respecting them
Language skills
An overall course on all cultures
Unsure
Anything at all. I am very open to learning about intercultural development
How to be more culturally aware. Different management techniques to deal with conflict in relation to cultural differences.
Training employees to have empathy and emotional intelligence when dealing with situations regarding intercultural guests or staff.
To ensure that we understand the various cultural backgrounds of employees that we hire within the industry and how to help them adapt to our culture
Communication, History.
Cultural Awareness, Communication, Religion
religions
Train what's important to each culture.
casestudies are always helpful
Dealing with staff
Emotional intelligence, social awareness, communication skills, conflict management
How to understand different cultures

Q38. Have you ever used any Desktop/Mobile applications or accessed digital content aimed at the Intercultural Development of the Hospitality Industry?

Answer	Response
Yes	1 / 30
No	29 / 30

Q39. If 'Yes', please provide information on the applications/content, you have used:

Answer
Specture

Q40. Do you have any other comments?

Answer
This form of training is both welcome and needed in the intercultural environment in which we operate in the Hospitality Industry.
It is something that is so important but is taken for granted that we all know what we are doing and know how to react towards different cultures.
no further comment but really interesting survey, please keep us posted on the results, best wishes!

Main findings

Profile of the respondents: The number of participants is 30 for the hotel staff 11 are male and 19 are female they are mainly between 30-50 years old. Out of the thirty 18 participants are Catholic and most work in management and food/beverage hotels service areas.

Communication Competences: Staff communicate with colleagues with different cultural background constantly and with customers with a different cultural background 10 answered constantly and 8 not very often. Participants rated their communication skills to having a Sufficient Competence of communication capabilities.

Specific Observations: The day-to-day communication problems with colleagues and guests of different cultural backgrounds were mainly language barriers, talking about emotions (e.g., anxiety or stress), Communication about daily tasks and discussing guests' complaints/requirements/requests was very difficult to carry out. Encounters include message taking, a colleague took a message of an interview time which was cancelling not confirming causing an issue and experiencing bad culture within the Hotel.

Emotional Intelligence: Participants believe sufficient competence was demonstrated when dealing with people, negativity, challenges, flexibility and understanding others' emotions. Problems with colleagues during your day-to-day work 13 chose difficulties managing stress during conflict with colleagues, 12 chose managing discriminative behaviours towards colleagues and 10 both choose difficulties adapting to unexpected situations/ stress during conflict with guests.

Understanding other Cultures: With regards to providing services, understanding, acceptance and co-operation with others culture the participants felt they were Sufficient Competence in their capabilities. Encounter of difficulties include understanding colleagues' cultural backgrounds, responding to cultural diversity and Refusal/Low motivation from customers.

Openness to Diversity: Most Participants felt they had Sufficient Competence in openness to diversity in the work environment. The negatives include trying to learn more, being social with colleagues from other cultural backgrounds and Negative attitude towards colleagues. For example, an Irish Customer asked Indian colleague - "where is your bow, arrow and feathers".

Conflict Resolution: Regarding adapting, coping with stress/anxiety and Interactions with colleagues and guests with different cultural backgrounds participants felt they were Sufficient Competence when faced with these challenges. Encounters of conflict between colleague or a guest mainly referred to the accidental offence due to lack of cultural knowledge and Arguments/Misunderstandings because of a cultural difference with colleagues.

Uncertainty Management: Participants felt they were mainly Sufficient Competence when establishing Interpersonal relations, having Self-awareness, Commitment, maintaining good relations and maintaining good relations with guests of different cultures. The encounters challenges/difficulties developing and maintaining interpersonal relations customers and colleagues were mostly uncertainty when engaging due to cultural differences and uncertainty on how to maintain good relations.

Intercultural Training: 27 out of 30 have attend the training_on Intercultural Development of the Hospitality Industry. The topics would like to be included are Diversity Awareness, Respect, Empathy, Tools to assist front line employees, Language skills and recognising differences respecting them etc.

Questionnaire of Hotel Guests

Q1. Country of Origin/Nationality

Answer	Response
Bulgaria	0 / 11
Cyprus	0 / 11
Greece	0 / 11
Ireland	11 / 11
Italy	0 / 11
Lithuania	0 / 11
Slovenia	0 / 11
Netherlands	0 / 11
Other	0 / 11

Q2. Gender (optional)

Answer	Response
Male	5 / 11
Female	5 / 11

Q3. Age

Answer	Response
Under 20 years	3 / 11
20 - 110 years	1 / 11
110 - 40 years	1 / 11
40 - 50 years	2 / 11
Over 50 years	4 / 11

Q4. Religion (optional)

Answer
Christian x2
Catholic x3

Q5. Which partner country does your experiences as a hotel guest relate to?

Answer	Response
Bulgaria	0 / 11
Cyprus	0 / 11
Greece	0 / 11
Ireland	10 / 11
Italy	0 / 11
Lithuania	0 / 11
Slovenia	0 / 11
Netherlands	0 / 11
Other	1 / 11

Q6. If "other", please name the country.

Answer
UK

Q7. How often do you stay at hotels?

Answer	Response
Not very often	4 / 11
Often	3 / 11
Very Often	4 / 11

To what extent do you agree with the following statements?

"Q8. a) Front Desk/Reception"

Answer	Strongly Disagree	Disagree	Agree	Strongly Agree
I have encountered miscommunication at the reception due to different language	7 / 11	4 / 11	0 / 11	0 / 11
I have encountered unprofessional behaviour at the reception	5 / 11	6 / 11	0 / 11	0 / 11
I have experienced a different treatment because of my nationality	8 / 11	3 / 11	0 / 11	0 / 11
I have experienced a different treatment because of my religion and/or cultural background	5 / 11	6 / 11	0 / 11	0 / 11
I have experienced staff with negative attitude and low motivation to interact with me	7 / 11	4 / 11	0 / 11	0 / 11
I felt accepted and understood	0 / 11	0 / 11	6 / 11	5 / 11
Inflexibility in the service to accommodate my needs in a respectful manner	0 / 11	11 / 11	0 / 11	0 / 11

Q9. Is there a particular incident (misunderstanding) that you would like to share with us?

Answer

"Q10. b) Food and Beverage"

Answer	Strongly Disagree	Disagree	Agree	Strongly Agree
I have encountered miscommunication at the reception due to different language	2 / 11	7 / 11	2 / 11	0 / 11
I have encountered unprofessional behaviour at the reception	3 / 11	5 / 11	3 / 11	0 / 11
I have experienced a different treatment because of my nationality	9 / 11	2 / 11	0 / 11	0 / 11

I have experienced a different treatment because of my religion and/or cultural background	5 / 11	5 / 11	1 / 11	0 / 11
I have experienced staff with negative attitude and low motivation to interact with me	3 / 11	3 / 11	4 / 11	1 / 11
I felt accepted and understood	0 / 11	3 / 11	8 / 11	0 / 11
Inflexibility in the service to accommodate my needs in a respectful manner	0 / 11	10 / 11	1 / 11	0 / 11

Q11. Is there a particular incident (misunderstanding) that you would like to share with us?

Answer
When asking for a refill drink no one came to refill they forgot to come back and serve the drink
The bar service was slow when trying to order no immediate interaction
Very slow service and impatient when ordering or being asked questions about the menu
I complained about my drink being cold and they wouldn't replace it
I found the restaurant utensils dirty and the food was overpriced

"Q12. c) Housekeeping "

Answer	Strongly Disagree	Disagree	Agree	Strongly Agree
I have encountered miscommunication at the reception due to different language	4 / 11	5 / 11	2 / 11	0 / 11
I have encountered unprofessional behaviour at the reception	6 / 11	2 / 11	3 / 11	0 / 11
I have experienced a different treatment because of my nationality	3 / 11	6 / 11	0 / 11	2 / 11
I have experienced a different treatment because of my religion and/or cultural background	4 / 11	5 / 11	2 / 11	0 / 11
I have experienced staff with negative attitude and low motivation to interact with me	4 / 11	4 / 11	0 / 11	3 / 11
I felt accepted and understood	0 / 11	4 / 11	2 / 11	5 / 11
Inflexibility in the service to accommodate my needs in a respectful manner	0 / 11	10 / 11	1 / 11	0 / 11

Q13. Is there a particular incident (misunderstanding) that you would like to share with us?

Answer

I told the front desk I didn't want any housekeeping service and they came regardless and were offended when I told them to leave
None housekeepers were very polite
They were not very nice when asked to clean the room at an other time
the linen for my bed was too small resulting in uncomfortable nights sleep
The receptionist didn't explain what time the housekeeping would arrive so it was hard to leave the room at that specific time every day

"Q14. d) Management "

Answer	Strongly Disagree	Disagree	Agree	Strongly Agree
I have encountered miscommunication at the reception due to different language	5 / 11	6 / 11	0 / 11	0 / 11
I have encountered unprofessional behaviour at the reception	3 / 11	7 / 11	1 / 11	0 / 11
I have experienced a different treatment because of my nationality	5 / 11	6 / 11	0 / 11	0 / 11
I have experienced a different treatment because of my religion and/or cultural background	4 / 11	6 / 11	1 / 11	0 / 11
I have experienced staff with negative attitude and low motivation to interact with me	4 / 11	6 / 11	1 / 11	0 / 11
I felt accepted and understood	0 / 11	1 / 11	8 / 11	2 / 11
Inflexibility in the service to accommodate my needs in a respectful manner	2 / 11	8 / 11	1 / 11	0 / 11

Q15. Is there a particular incident (misunderstanding) that you would like to share with us?

Answer
I didn't like that management didn't contact the housekeeping service after they said they would
None support desk was helpful

Q16. Do you have any other comments?

Answer
I felt understood and had a good response to the service anytime I had a query they seemed very knowledgeable
Had a lovely experience apart from the slow food and beverage service.
Need to work on the food and beverage service
There should be more communication between services in the hotel
The restaurants and housekeeping customer service needs to be improved I feel like they are inexperienced and they represent the hotel
I wish the management gave some clarification when you arrive

The restaurant service needs to be improved everything else was acceptable customer service and a good experience

Main findings

Profile of the respondents: The number of participants is 11 for the hotel guest survey all Irish 5 are male and 5 are female they are mainly over 50 and under 20 years old two are Christian and three are Catholic. The amount of them staying in hotel frequently is 4 Not very often, 3 Often and 4 Very Often.

Front Desk / Reception: When asked the following questions have you encountered miscommunication at the reception due to different language 7 Strongly Disagree and 4 disagree. Have you encountered unprofessional behaviour at the reception 5 Strongly Disagree and 6 disagree. Have you experienced a different treatment because of my nationality 8 Strongly Disagree and 3 disagree. Experienced a different treatment because of my religion and/or cultural background 5 Strongly Disagree and 6 Disagree. experienced staff with negative attitude and low motivation to interact with me 7 Strongly Disagree and 4 Disagree. Felt accepted and understood 6 Agree and 5 Strongly Agree. Inflexibility in the service to accommodate my needs in a respectful manner 11 Disagree overall the Front Desk / Reception seems very successful in offer a good service to their customers.

Food and Beverage: When asked these questions the main result is the following: Have encountered miscommunication at the reception due to different language 7 Disagree. Have encountered unprofessional behaviour at the reception 5 disagree. Have experienced a different treatment because of my nationality 9 Strongly Disagree. Have experienced a different treatment because of my religion and/or cultural background 5 Strongly disagree and 5 disagree. Have experienced staff with negative attitude and low motivation to interact with me 4 agree. Felt accepted and understood 8 agree. Inflexibility in the service to accommodate my needs in a respectful manner 10 disagree. Particular incidents include very slow services, complained about drinks being cold and was refused replacements the restaurant utensils were dirty and the food was overpriced.

Housekeeping: The main results of participants answered are: 5 disagree to having encountered miscommunication at the reception. 6 strongly disagree to encountered unprofessional behaviour. 6 disagree to experiencing different treatment because of their nationality. 5 disagree experiencing a different treatment because of my religion/ cultural background. 4 both disagree

and strongly disagree to experienced staff with negative attitude and low motivation to interact. 5 felt accepted and understood and 10 disagree to Inflexibility in the service to accommodate needs in a respectful manner. Incidents consist of rude housekeepers, inflexible, bed linen being too small and cleaning when customers didn't want it.

Management: The key finding when asked have you encountered the following are: 6 disagree with miscommunication at the reception. 7 disagree to unprofessional behaviour at the reception 6 disagree to different treatment because of their nationality. 6 disagree to a different treatment because of religion /cultural background. 6 disagree to experienced staff with negative attitude and low motivation to interact 8 agree to have felt accepted and understood. 8 disagree to Inflexibility in the service to accommodate my needs in a respectful manner. The Incidents consist of management not making contact the housekeeping service after they said they would when a query was made.

Overall Comments: Some guests had a lovely experience, but others felt they need to work on communication between all service areas in the hotel. Management should give some clarification when you arrive the restaurants and housekeeping customer service needs to be improved as they represent the hotel providing first impressions.