



Hosting International Guests and Staff: Cultural Opportunities and Challenges References and Resources – Annotated

(The following list represents a sampling of resources for those involved in hosting and training international visitors and workers. It is not intended as an endorsement, only for information.)

Resources for country info and culture training:

1. Atsumi, Ikuko. **Global Navigators** www.IB-C.com www.mcpf.net . The Intercultural Business Center consults on business strategies, country info, leadership and cultural competency training.
2. **Culturegrams** <http://www.culturegrams.com/#> CultureGrams products are published by ProQuest, a world leader in collecting, organizing, and publishing information worldwide for researchers, faculty, and students in libraries and schools. ProQuest Information and Learning recently merged with CSA, a company in the Cambridge Information Group, to create a new company, named ProQuest. To learn more, go to <http://www.proquestk12.com/about/default.shtml>
3. **Kwintessential Language and Culture Specialists** - Intercultural management training, interpretation, culture guides, business , online cultural awareness testing; etiquette...<http://www.kwintessential.co.uk/etiquette/doing-business-in.html>
4. **Able Innovations.** www.ableinnovations.com Kaarina Kvaavik tel: 781 631 1467(GTM-5) US-based Content and Product Globalizations firm, specializing in process consulting, technology integration and language translation service for Fortune 2000.

Articles:

1. Business Week, **Cultural Competence: Establishing a Knowledge Structure** <http://www.businessweek.com/adsections/diversity/diversecompet.htm> Discussion of Cultural Competence in Business practices, world view, and a rationale for its importance in the workforce.
2. Sizoo, S., Iskat, W., Plank, R.E., H. Serrie. (2003). **Cross-Cultural Service Encounters in the Hospitality Industry and the Effect of Intercultural Sensitivity on Employee Performance**, *International Journal of Hospitality & Tourism Administration*, Volume: 4 Issue: 2 ISSN: 1525-6480 Pub Date: 1/21/2004 pp. 61-77.
---**Abstract:** employees with high intercultural sensitivity scored significantly ($p < .05$) higher on measures of service attentiveness, revenue contribution, interpersonal skills, job satisfaction, and social satisfaction as they relate to cross-cultural encounters. There was no significant difference in scores for motivation-to-work, job tenure, and primary rewards (compensation, recognition, etc.).

3. **Thomason, Larisa, Senior Web Analyst, NetMechanic, Inc. *Design Tip: Consider Your International Audience***
http://www.netmechanic.com/news/vol6/design_no15.htm
 --75% of all Internet users may be non-English speakers by the year 2005. Is your Web site ready to take advantage these new international markets? It will be - once you consider language differences, color expectations, basic cultural assumptions, and tweak your shopping cart to be sure it can handle international orders.
4. ***Motivating Workers Worldwide***. Workforceonline. October 4, 2007 Based on over 29 million responses, analyses indicate that employee perceptions of the internal job description may vary substantially
www.workforce.com/archive/feature/25/15/33/index.php

Books (Cultural values, etiquette)

1. Carté, P. and Fox, C. (2004). **Bridging the culture gap**. London: Canning.
2. Hofstede, Geert. **Culture's consequences, comparing values, behaviors, institutions, and organizations across nations**. Thousand Oaks CA: Sage Publications, 2001 Hofstede, Geert. London: McGraw-Hill U.K., 1991. New York, McGraw-Hill U.S.A., 1997. Entirely re-written Third Millennium Edition, by Geert Hofstede and Gert Jan Hofstede, New York: McGraw-Hill U.S.A., 2004.
3. Saville Troike, M. A **Guide to Culture in the Classroom**. Rosslyn, VA: National Clearinghouse for Bilingual Education, 1978
4. Roger E. Axtell, R.E. **Do's and taboos of hosting international visitors**
5. Conaway, W. A. **Kiss, bow, or shake hands: How to do business in 60 countries**
6. Copeland, L. and Griggs, L. **Going international: How to make friends and deal effectively in the global marketplace**
7. Dresser, N , **Multicultural manners: New roles etiquette for a changing society**
8. de Lafayette, J-M. **The international book of world etiquette, protocol and refined manners**
9. Fysher, L. **International business etiquette and protocol: for entrepreneurs and managers**.
10. Martin, J.S. and Chaney, L.H. (2006). **Global business etiquette**. London: Praeger.

Resources and Service Aids:

1. **Kwikpoint** www.kwikpoint.com ? GAIA Communications Apictorial brochure to communicate basic needs (food, medical, services, transportation)
2. **Online dictionaries/translators** <http://towerofbabel.com/languagecenter/>
3. Ex: **Japanese translator** <http://www.japanesetranslator.co.uk/your-name-in-japanese/>
Includes a portfolio with name translators, suduko, bilingual wedding song sheet – Japanese lyrics, English translation
http://www.japanesetranslator.co.uk/portfolio/song_sheet/
4. **Time Zones** [World Clock](#). Calculate time zones, plan meeting dates/times around the world
5. **Cultural Quick Tips**, Kari Heisted www.culturecoach.biz/culturaltips3.html Cultural Quick Tips are produced and distributed by Culture Coach International and include holiday calendars and info related to being culturally sensitive.
6. *The Journal of Global Business* refereed journal published semi-annually, in the Fall and Spring, for the Association for Global Business.
7. **National Anthems, Passports and Flags From Around the World**
www.thenationalanthems.net/
Words and downloadable recordings of anthems
8. **National Anthems of the World 802 2917100**
www.imagesoft.net/flags/anthems.html
Play and hear national anthems and see flags from every country.
9. **Children's Games From Around the World**
www.topics-mag.com/edition1/games-section.htm
10. **Games Around the World**
edis.ifas.ufl.edu/pdf/4h/4h05500.pdf
In this downloadable book, game rules, descriptions, ages, supplies, cultural context and more are organized by continent and then by country.
11. **The Center for Cultural Competence**
www.luzsocialservices.org/cc/index.html
12. http://www.fs.fed.us/global/visitor_program/welcome.htm **US Forest Service** International Visitor programs with links to US State Dept visa programs and information
13. **National Tourism Strategy**
http://tinet.ita.doc.gov/TTAB/docs/2006_FINALTTAB_National_Tourism_Strategy.pdf

More Sources: Global Travel and Tourism Research Data and Associations:

1. <http://tinet.ita.doc.gov/> **Office of Travel & Tourism Industries (OTTI)** homepage. OTTI functions as the U.S. federal tourism office. A core responsibility is to collect, analyze, and disseminate international travel and tourism statistics for the U.S. Travel and Tourism Statistical System
[11/20/2007 Int'l visitation to US up 15% in August 2007; spending exceeds \$10 billion for August]
2. <http://tinet.ita.doc.gov/research/index.html> **OTTI research reports** and stats
3. <http://www.ttra.com/> Travel & Tourism Research Association
4. <http://www.unwto.org/index.php> The **World Tourism Organization** (UNWTO/OMT) is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.
http://www.unwto.org/code_ethics/eng/global.htm **Global Code of Ethics** with guiding principles for stakeholders in tourism development
5. <http://www.wttc.org/eng/Home/index.php> **The World Travel & Tourism Council** (WTTTC) mission promotes synergies between the public and private sector, generating profit as well as protecting natural, social and cultural environment, and collects and forecasts global tourism economic indicators, such as: *Worldwide in 2007 Travel & Tourism is expected to post US\$7,060.3 bn of economic activity (Total Demand), growing to US\$13,231.6 bn by 2017.*