

Greetings & translations

Greet customers in a culturally sensitive way while retaining your tourism brand's personality

Start the way you mean to go on

Your greeting forms your visitor's first impression of you and your company.

Customs and rituals involved in greeting strangers differ from country to country. Casual greetings tend to be warmer. Smile and say 'hello' or use a greeting in the visitor's own language.



Most common

Men and women may shake hands, but this varies from culture to culture.

Japan

Men and women from Japan may bow.

China

Men and women from China tend to be more conservative. They may nod their heads and smile, or shake hands in a more formal situation.

Muslim

Close male friends or colleagues typically hug and kiss both cheeks. They only use the right hand and may shake hands for slightly longer. Opposite genders may not shake hands.

Tip: don't offer to shake hands with the opposite sex.

1. Watch the Industry Insights video about Ridgeline Adventures.



2. Name at least one strategy Mark implemented to cater for international visitors that could also be useful in your business.

3. What impact could it have on your future visitors?

Next steps

1. Brainstorm with your team

At your next team meeting, ask staff to share the different languages they know.

2. Hang posters

Decide which common greetings would best serve your visitors and print out a list.



Hang copies where staff will see them. For example, staff kitchen and bathrooms, and near any frontline team desks.

HELLO

Japanese:	Konnichiwa (con-eechee-wah)
Korean:	Yeoboseyo (yo-boss-see-oh)
Chinese:	Nǐ hǎo (knee-how)
Malay:	Helo
Indonesian:	Halo
Spanish:	Hola
Portuguese	Olá

3. Remind and role play

Set a recurring agenda item to practice greetings at team meetings. Expect some awkwardness at first. Recognise and praise staff when they take part.

4. Decide whether you need translation services

It might make sense to translate key services or instructions for your visitors.

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