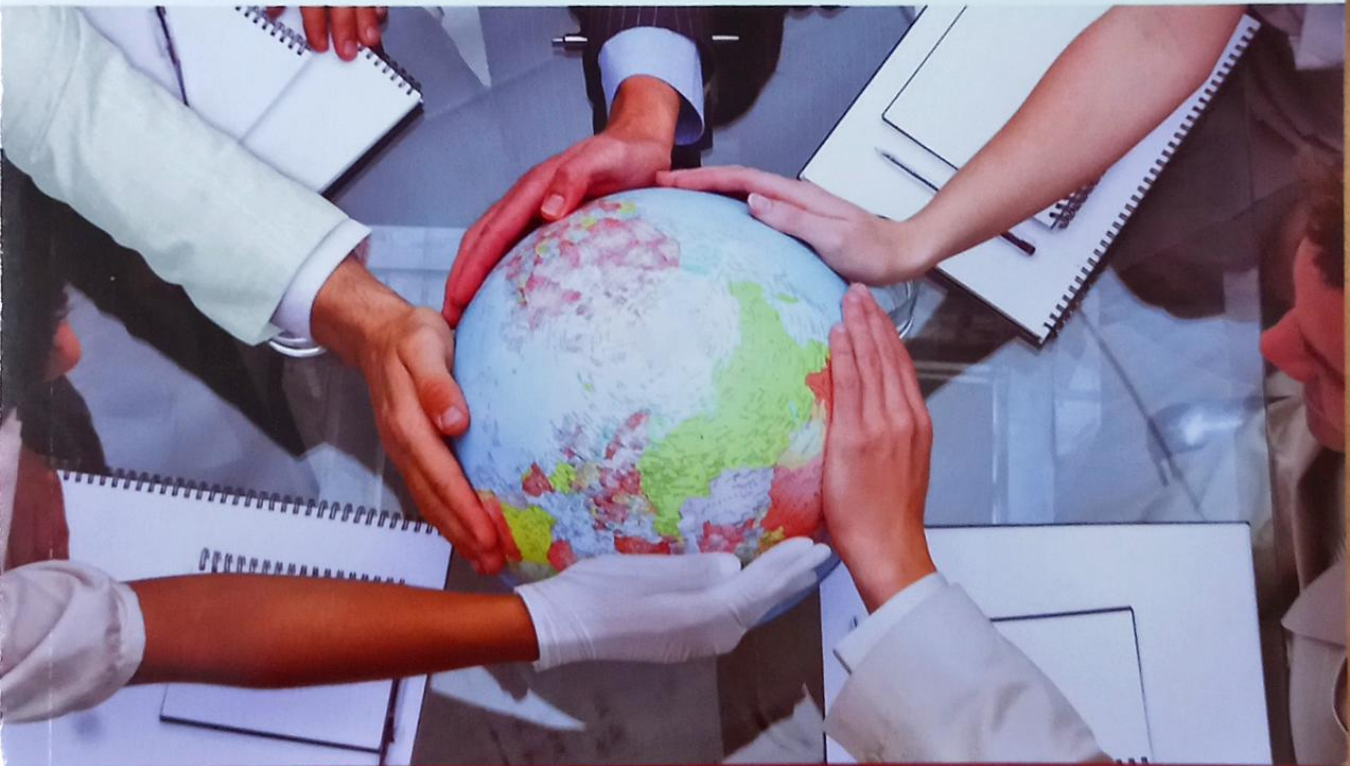


# MULTICULTURAL DIVERSITY IN THE WORKPLACE FOR THE TOURISM PROFESSIONAL

**Vic Alcuaz**  
**Ma. Christina G. Aquino**



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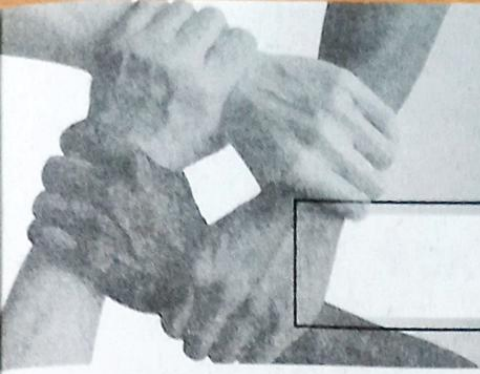
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## CONTENTS

Chapter	Title	Page
	Acknowledgments . . . . .	v
	Introduction . . . . .	1
1	Understanding Culture . . . . .	5
2	Key Features of Culture . . . . .	23
3	Tourism and the Tourism Professional . . . . .	31
4	Multicultural Diversity in Tourism . . . . .	37
5	Multicultural Diversity Among Tourism-related Professions . . . . .	47
6	Diversities: Simple and Complex . . . . .	75
7	Handling Guest or Customer Diversities . . . . .	123
8	Handling Multicultural Peer Diversities . . . . .	135
9	When Your Superior Is Diverse. . . . .	147
10	Diversities in Diverse Locations . . . . .	155
11	Five Ways to Become a Diversity Champion . . . .	165
12	Benefits of a Diverse Workforce . . . . .	173
	Conclusion . . . . .	177



## ABOUT THE BOOK

When Rex Book Store, Inc. invited the author to choose from a long list of book writing possibilities for the tourism industry, without any difficulty, Mr. Alcuaz chose *Multicultural Diversity in the Workplace for the Tourism Professional*.

This textbook covers basic concepts in culture and multicultural diversity as applied to tourism, the person, and the workplace as provided by Ms. Aquino. Various activities are recommended after each major topic for the application of the concepts. Case studies from actual experiences of Mr. Alcuaz are provided for further learning. Real-life experiences in dealing with various races, countries, religions, cultures and traditions, sexes, and ages of the people that Mr. Alcuaz has come across in over 40 years of being in the industry are also shared in this textbook.

## ABOUT THE AUTHORS



**Vic Alcuaz** started his career in the tourism industry as a flight steward for Philippine Airlines (PAL) in 1975. While at PAL, he was stationed in Seattle, Washington, and then in Toulouse, France to train for PAL's acquisitions of the B-747s and Airbus 300s.

In 1985, Mr. Alcuaz joined the Hyatt Regency Manila as Director for Human Resources. At Hyatt, he ran all the training programs of Hyatt International titled, "Training for Your Future."

In 1990, Mr. Alcuaz joined EDSA Shangri-La, Manila as the Human Resources Director and was exposed to the different Shangri-La service cultures in Thailand, Malaysia, Singapore, and Hong Kong. He became an independent hospitality headhunter, trainer, and consultant in 1995.



### Ma. Christina G. Aquino

Multicultural diversity, a life full of it!

Ms. Aquino comes from a family with a "G.I." (Genuine Ilocano) father, a Waray mother, with nine children born, each triad in three areas in the Philippines—Tacloban, Cebu, and Metro Manila—a house help from Antique, a driver from Rizal, and the extended and maternal families.

She worked with local and international stakeholders in a quasi-government agency, and as a state universities and colleges (SUC) teacher, a culinary school director, dean/director of a private higher education institution (HEI), an international airline flight hostess, and a cabin services airline instructor. She also operated multiple-location food service facilities serving local and international cuisines.



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