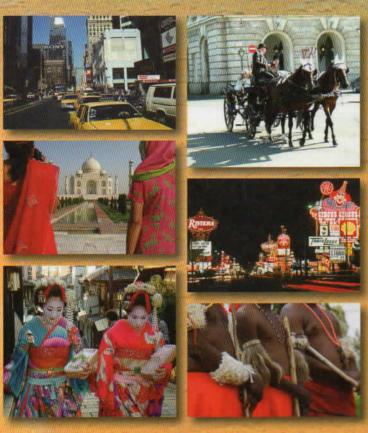
INTERNATIONAL TOURISM

CULTURES AND BEHAVIOR



YVETTE REISINGER



Contents

Preface List of Tables List of Figures				xvii xxi xxiii	
Introduction				XXV	
Acknowledgme	ents			xxix	
Part 1	Inte	rnation	al Tourism: The Global Environme	nt	
CHAPTER 1	Glob	alization	, tourism and culture	3	
	Intro	duction		3	
	1.1	The cor	ncept and roots of globalization	3	
	1.2	Benefits	and criticism of globalization	6	
	1.3	Globalia	zation and the tourism industry	8	
		1.3.1	The influence of globalization on tourism	8	
		1.3.2	Forms and examples of globalization in tourism	9	
		1.3.3	A new type of tourist	10	
		1.3.4	A new type of tourism	13	
	1.4	Globaliz	zation and culture	15	
		1.4.1	The emergence of globalized consumer culture?	15	
		1.4.2	Global consumer and global products?	16	
		1.4.3	Disappearance of local cultures?	16	
		1.4.4	Cultural homogenization?	17	
		1.4.5	Product standardization or customization?	18	
		1.4.6	Cultural heterogenization?	19	
		1.4.7	Cultural convergence or divergence?	19	
		1.4.8	Cultural hybridization?	19	
		1.4.9	Cultural commoditization?	20	
		1.4.10	Cultural deterioration, loss, adaptation or change?	20	
		1.4.11	Is consumerism a bad thing for tourism?	21	
		1.4.12	Globalization and disappearance of local identity?	21	
		1.4.13	Resistance to cultural change and emergence of local identity	e 22	
		1.4.14	Glocalization	23	1

		1.4.15	and regional	
	1.5	Renefi	cooperation	23
	1.6	Challe	ts and limitations of globalization in tourism	23
	1.7		nges of globalization in tourism	24
	1./	cosmo	ture of globalization: Americanization of cultu- politan culture, cultural hybridization, cultura	ire, d
	Sun	mary	earance or culture clash?	25
			Sints and	27
			bints and questions	28
	Cas	Disney	1: The emergence of a global tourist culture? land resorts spread over the world	20
	Wet	osite links	resorts spread over the world	28
CHAPTER 2				29
CHAPTER 2		ural dive	ersity	31
		oduction		31
	2.1		ncept of cultural diversity	32
		2.1.1	Definition	32
		2.1.2	Interpretation of cultural diversity	33
		2.1.3	How did the concept of cultural diversity develop?	34
		2.1.4	How does one measure cultural diversity?	34
		2.1.5	Is cultural diversity important?	34
		2.1.6	The benefits of cultural diversity	35
		2.1.7	The influence of cultural diversity on tourism and hospitality	35
	2.2	UNESCO	Universal Declaration on Cultural Diversity	37
	2.3	The futu	are of cultural diversity	39
	2.4		ges for the tourism and hospitality industry	40
	Sumn	nary		41
	Discu	ssion poi	nts and questions	42
			American in Paris	42
	Case	Study 2.2:	Creativity in a tense situation	43
	Case	Study 2.3:	Promoting the "unpromotional"	44
		ite links		45
Dort 2	0		d f bill bandom vara (iv) ;	
Part 2	Cuiti	iral the	eories and Practices	
CHAPTER 3	Intere	ultural t	haariaa	
J. I. I. LIK J		luction	ileuries	49
	3.1		inet D	49
	3.1	Commun	ication Resourcefulness Theory (CRT)	50

	3.2	Episode Representation Theory (ERT)	51
	3.3	Expectations Theory (ET)	52
	3.4	Cultural Identity Negotiation Theory (CINT)	53
	3.5	Meaning of Meaning Theory	54
	3.6	Network Theory in Intercultural Communication	54
	3.7	Taxonomic Approach (TA)	56
	3.8	Anxiety/Uncertainty Management Theory (AUMT)	57
	3.9	Stranger Theory	59
	3.10	Face-Negotiation Theory	59
	3.11	Intercultural Adaptation Theory (IAT)	59
	3.12	Communication Accommodation Theory (CAT)	60
	3.13	Coordinated Management of Meaning Theory (CMMT)	63
	3.14	Constructivist Theory (CT)	64
	Sumr	mary	64
	Discu	assion points and questions	65
	Webs	site links	65
CHAPTER 4	Cultu	iral practices and tourism impacts on culture	67
	Intro	duction .	67
	4.1	Erosion of local cultures	67
	4.2	Cultural commoditization and transformation	68
	4.3	Cultural hostility	68
	4.4	Cultural arrogance	68
	4.5	Authenticity of tourism experiences	69
	4.6	Renaissance of traditional art forms	69
	4.7	Marketing of culture and violation of rights to own	
		cultural heritage	70
	4.8	Culture change	70
	4.9	Culture diffusion	71
	4.10	Cultural borrowing	71
	4.11	Cultural drift	72
		Acculturation	73
	4.13	Cultural adaptation	74
	4.14	Cultural adjustment	75
	4.15	Culture assimilation	75
	4.16	Enculturation	77
	4.17	Demonstration effect	77
	4.18	Cultural conflict	78

	Summary			
	Discu	Discussion points and questions		
	Case Study 4.1: Discovering the Maori culture Website links			
Part 3	Cult	ure and Cultural Differences		
CHAPTER 5	Cultu	ire	85	
	Intro	duction	85	
	5.1	Definition of culture	86	
	5.2	Culture as civilization	91	
	5.3	Cultures by region	91	
	5.4	Culture as religion	92	
	5.5	The world's major religions	92	
	5.6	Religion by region	96	
	5.7	Types and levels of culture	98	
	5.8	Civilization	101	
	5.9	Types of cultures in tourism	104	
	5.10	The purpose of culture	104	
	5.11	Characteristics of culture	105	
	5.12	Subcultures	106	
	5.13	Culture versus nationality	109	
	5.14	Culture versus country of residence	109	
	5.15	Culture versus country of birth	110	
	5.16	Cultural identity	110	
	5.17	Cultural distance	111	
	5.18	The impact of cultural distance on travel	112	
	5.19	The measurement of cultural distance	113	
	Sumn	nary	114	
		ssion points and questions	115	
		Study 5.1: Micro-cultures of the United States	115	
	Webs	ite links	117	
CHAPTER 6	Cultu	ral variability	119	
	Introd	duction	119	
	6.1	Sources of cultural differences	119	
		6.1.1 Cultural differences in communication	120	
		6.1.2 Cultural differences in social categories	121	
		6.1.3 Cultural differences in rules of social behavior	121	

	6.2	Cultural	values		122
		6.2.1	Concept	and definitions	122
		6.2.2	Culture a	nd values	123
		6.2.3	Value sys	tem	123
		6.2.4	Value ori	entation	124
		6.2.5	Types of	values	124
		6.2.6	Classifica	tion of values	124
		6.2.7	Measurer	nent and analysis of values	125
		6.2.8	Value stu	dies in tourism	127
		6.2.9	Cultural v	value dimensions	127
			6.2.9.1	Parsons' pattern variables	128
			6.2.9.2	Kluckhohn and Strodtbeck's	
				value orientation	129
			6.2.9.3	Stewart's cultural patterns	132
			6.2.9.4	Hall's cultural differentiation	134
			6.2.9.5	Hofstede's dimensions of cultural variability	139
			6.2.9.6	Bond's Confucian cultural patterns	150
			6.2.9.7	Argyle's cultural differentiation	151
			6.2.9.8	Schein's, Trompenaars' and Maznevski's cultural differentiation	152
			6.2.9.9	Schneider and Barsoux's cultural assumptions	154
			6.2.9.10	Inglehart's cultural dimensions	155
			6.2.9.11	Minkov's World Value Survey	155
	Sum	mary			161
	Disc	ussion po	ints and qu	estions	161
	Exer	cises			161
	Case	Study 6.	1: The US c	ulture	162
	Web	site links			163
HAPTER 7	Cult	ural influ	iences on	intercultural communication	165
	Intro	duction			165
	7.1	The co	ncept of co	ommunication	166
	7.2	What is	s intercultu	ral communication?	167
	7.3	Difficu	lties in inte	rcultural communication	168
		7.3.1	Verbal si	gnals	168
		7.3.2	Non-verl	oal signals	170
		7.3.3	Relation	ship patterns	173

		7.3.4	Conversation style	178
		7.3.5	Interaction style	180
		7.3.6	Values	183
		7.3.7	Time orientation	187
		7.3.8	Context orientation	187
	7.4	Is inter	cultural communication possible?	190
	7.5	Ethnoc	entrism	192
	7.6	Stereot	yping	192
	7.7	Prejudi	ces	194
	7.8	Racism	great and many and the second second	195
	7.9	1)	ies for improving intercultural	195
	7.10		nics of intercultural communication	196
			nes of intereditural communication	196
	Sumn		pints and questions	197
			1: Courtesy and politeness in Thailand and	19/
	Case	Austral		197
	Webs	site links		198
CHAPTER 8	Cultu	ral influ	uences on social interaction	199
		duction		199
	8.1		ncept of scoial interaction	199
	8.2		nteraction in tourism	201
		8.2.1	The nature of tourist-host social interaction	206
		8.2.2	The context of tourist-host social interaction	206
	8.3	Intercu	ultural social interaction	209
		8.3.1	Dimensions of intercultural encounters	210
		8.3.2	Interculturalness of social interaction	210
		8.3.3	Degree of interculturalness	210
	8.4	Types	of intercultural interaction	211
	8.5	Model	of cross-cultural social interaction	211
	8.6	Contac	t hypothesis	212
	8.7	Contac	t hypothesis in tourism	213
	8.8	Difficu	lties in cross-cultural interaction	214
	8.9	Culture	shock	215
		8.9.1	Symptoms of culture shock	215
		8.9.2	Types of culture shock	215
		8.9.3	How long does culture shock last?	216
		8.9.4	Culture shock and social interaction	217

	8.9.5 Culture shock in tourism	217
	8.9.6 Phases of culture shock	217
	8.9.7 Intensity and duration of culture shock	219
	8.9.8 Doxey's Irridex "Irritation Index"	221
	Summary	222
	Discussion points and questions	222
	Case Study 8.1: Shanghai night or nightmare?	223
	Website links	224
CHAPTER 9	Cultural influences on rules of social interaction	225
	Introduction	225
	9.1 Rules of social interaction	225
	9.2 Orders and types of rules	226
	9.3 Relationship rules	227
	9.4 Cultural influences on rules of social interaction	227
	9.5 Understanding rules of social interaction	228
	9.6 Breaking rules	228
	9.7 Cross-cultural differences in rules of	
	social interaction	229
	Summary	229
	Discussion points and questions	230
	Case Study 9.1: Universal and specific rules of social	
	relationships Websites	230
		231
CHAPTER 10	Cultural influences on service	233
	Introduction	233
	10.1 The concept of service	233
	10.2 Service encounter	234
	10.3 Service classification	234
	10.4 Key characteristics of service	234
	10.5 Importance of service perceptions	237
	10.6 Cultural differences in expectations from service	237
	10.7 Service quality and value	238
	10.8 Service satisfaction	240
	10.9 Do cultural differences always matter?	240
	Summary	241
	Discussion points and questions	241
	Case Study 10.1: Chinese travelers in France	242
	Website links	242

CHAPTER	11 Culti	ural influ	uences on ethics	243
	Intro	duction		243
	The	concept	of ethics	244
	11.1	Ethics i	n tourism	245
	11.2	Ethics i	n a cross-cultural context	247
	11.3	Cultura	l influences on ethical behavior	247
	11.4	The mo	ost debatable business ethics issues	248
	11.5		ting ethical behavior and practices in and hospitality: Ethical dilemmas	251
	11.6	Theorie dilemm	es and frameworks dealing with ethical as	254
	11.7	Strategi	es for managing business ethical dilemmas	256
	11.8		Code of Ethics for Tourism	257
	Sumr	nary		257
	Discu	ussion po	ints and questions	258
	Case	Study 11	.1: Global Code of Ethics for Tourism	258
		site links		261
Part 4	Tou	rist Bel	navior	
CHAPTER 1	2 Huma	an beha	vior: its nature and determinants	265
CHAPTER 1		an beha	vior: its nature and determinants	265
CHAPTER 1		duction	vior: its nature and determinants	
CHAPTER 1	Intro	duction The cor	ncept of human behavior	265
CHAPTER 1	Intro	duction The cor Environ	20	265 266
CHAPTER 1	Intro 12.1 12.2	duction The cor Environ	ncept of human behavior amental factors influencing human behavior	265 266 268
CHAPTER 1	Intro 12.1 12.2	duction The cor Environ Theorie	ncept of human behavior mental factors influencing human behavior es of human behavior	265 266 268 270
CHAPTER 1	Intro 12.1 12.2	duction The con Environ Theorie 12.3.1	ncept of human behavior amental factors influencing human behavior es of human behavior Cause-Motive-Behavior-Goal Theory	265 266 268 270 271
CHAPTER 1	Intro 12.1 12.2	The cor Environ Theorie 12.3.1 12.3.2	ncept of human behavior mental factors influencing human behavior es of human behavior Cause-Motive-Behavior-Goal Theory Maslow's Hierarchy of Needs	265 266 268 270 271 272
CHAPTER 1	Intro 12.1 12.2	The core Environ Theorie 12.3.1 12.3.2 12.3.3	ncept of human behavior mental factors influencing human behavior is of human behavior Cause-Motive-Behavior-Goal Theory Maslow's Hierarchy of Needs Alderfer's ERG Theory	265 266 268 270 271 272
CHAPTER 1	Intro 12.1 12.2	The core Environ Theorie 12.3.1 12.3.2 12.3.3	ncept of human behavior mental factors influencing human behavior s of human behavior Cause-Motive-Behavior-Goal Theory Maslow's Hierarchy of Needs Alderfer's ERG Theory Herzberg, Mausner, and Snyderman's	265 266 268 270 271 272 276
CHAPTER 1	Intro 12.1 12.2	The core Environ Theories 12.3.1 12.3.2 12.3.3 12.3.4	ncept of human behavior mental factors influencing human behavior s of human behavior Cause-Motive-Behavior-Goal Theory Maslow's Hierarchy of Needs Alderfer's ERG Theory Herzberg, Mausner, and Snyderman's Two-Factor Theory	265 266 268 270 271 272 276
CHAPTER 1	Intro 12.1 12.2	The cor Environ Theorie 12.3.1 12.3.2 12.3.3 12.3.4	ncept of human behavior mental factors influencing human behavior s of human behavior Cause-Motive-Behavior-Goal Theory Maslow's Hierarchy of Needs Alderfer's ERG Theory Herzberg, Mausner, and Snyderman's Two-Factor Theory Expectancy Theory	265 266 268 270 271 272 276 276
CHAPTER 1	Intro 12.1 12.2	duction The cor Environ Theorie 12.3.1 12.3.2 12.3.3 12.3.4 12.3.5 12.3.6	mental factors influencing human behavior amental factors influencing human behavior as of human behavior. Cause-Motive-Behavior-Goal Theory Maslow's Hierarchy of Needs Alderfer's ERG Theory Herzberg, Mausner, and Snyderman's Two-Factor Theory Expectancy Theory Cognitive Dissonance Theory Reinforcement Theory Equity Theory	265 266 268 270 271 272 276 276 276 277
CHAPTER 1	Intro 12.1 12.2	duction The cor Environ Theorie 12.3.1 12.3.2 12.3.3 12.3.4 12.3.5 12.3.6 12.3.7 12.3.8 12.3.9	mental factors influencing human behavior of human behavior Cause-Motive-Behavior-Goal Theory Maslow's Hierarchy of Needs Alderfer's ERG Theory Herzberg, Mausner, and Snyderman's Two-Factor Theory Expectancy Theory Cognitive Dissonance Theory Reinforcement Theory Equity Theory McClelland's Learned Needs Theory	265 266 268 270 271 272 276 276 276 277
CHAPTER 1	Intro 12.1 12.2	duction The cor Environ Theorie 12.3.1 12.3.2 12.3.3 12.3.4 12.3.5 12.3.6 12.3.7 12.3.8 12.3.9	mental factors influencing human behavior amental factors influencing human behavior as of human behavior. Cause-Motive-Behavior-Goal Theory Maslow's Hierarchy of Needs Alderfer's ERG Theory Herzberg, Mausner, and Snyderman's Two-Factor Theory Expectancy Theory Cognitive Dissonance Theory Reinforcement Theory Equity Theory	265 266 268 270 271 272 276 276 276 277 277
CHAPTER 1	Introd 12.1 12.2 12.3	The cor Environ Theorie 12.3.1 12.3.2 12.3.3 12.3.4 12.3.5 12.3.6 12.3.7 12.3.8 12.3.9 Basic ne	mental factors influencing human behavior of human behavior Cause-Motive-Behavior-Goal Theory Maslow's Hierarchy of Needs Alderfer's ERG Theory Herzberg, Mausner, and Snyderman's Two-Factor Theory Expectancy Theory Cognitive Dissonance Theory Reinforcement Theory Equity Theory McClelland's Learned Needs Theory	265 266 268 270 271 272 276 276 276 277 277 277 278
CHAPTER 1	Introd 12.1 12.2 12.3	duction The core Environ Theorie 12.3.1 12.3.2 12.3.3 12.3.4 12.3.5 12.3.6 12.3.7 12.3.8 12.3.9 Basic ne	mental factors influencing human behavior amental factors influencing human behavior cause-Motive-Behavior-Goal Theory Maslow's Hierarchy of Needs Alderfer's ERG Theory Herzberg, Mausner, and Snyderman's Two-Factor Theory Expectancy Theory Cognitive Dissonance Theory Reinforcement Theory Equity Theory McClelland's Learned Needs Theory eds of human behavior	265 266 268 270 271 272 276 276 277 277 277 278 278

		12.8	The mea	ning of tourist behavior	281
		12.9	The imp	ortance of studying tourist behavior	282
		12.10	177	ortance of studying tourist behavior in a	
			cross-cu	ltural context	283
		12.11	Benefits	of understanding tourist behavior in a	
		*	cross-cu	ltural context	284
			12.11.1	Tourism industry perspective	284
			12.11.2	Tourist perspective	285
			12.11.3	Local resident perspective	286
		Sumn	nary		287
		Discu	ssion poi	nts and questions	287
		Case		1: The Asian woman's shopping experience:	
			New res	search from Thailand	288
		Webs	site links		288
CHAPTER	13	Cons	umer bu	ying behavior	289
		Intro	duction		289
		13.1	Environ	mental factors	291
			13.1.1	Environmental stimuli	291
		13.2	Buyer's	factors	301
			A COLUMN TO THE OWNER OF THE OWNER	Buyer's personal characteristics	301
			13.2.2	Decision process	305
		13.3	Other th	neories of consumer decision-making	318
		Sumr	nary		318
				ints and questions	319
			site links	les and the second part of the format and the first	320
CHAPTER	14	Cult	ıral influ	ences on tourist buying behavior	321
OTIAL TER			duction	one control and make a second	321
		14.1		l influence on buyer's personal characteristics	
		11.1	14.1.1	Gender roles	322
			everin re-	Lifestyle and activities	323
				Personality	324
			14.1.4	The self concept	325
		14.2		l influences on buyer's psychological	
		14.2	charact		326
			14.2.1	Motivation and needs	326
			14.2.2	Perception and image	326
				Learning and knowledge	328

	14.2.4	Attitudes	329
	14.2.5	Attribution	330
	14.3 Cultur	al influences on buyer's decision process	330
	14.3.1	3	330
	14.3.2		
		information sources	331
		14.3.2.1 The role of reference groups	332
		14.3.2.2 The role of opinion leadership	332
		14.3.2.3 Family decision-making	333
		14.3.2.4 Buying roles	333
		14.3.2.5 Level of decision-making	333
		14.3.2.6 Buying new products	334
	14.3.3		335
	14.3.4		337
		14.3.4.1 Purchase risk	337
	14.3.5		339
	5.	14.3.5.1 Satisfaction	339
		14.3.5.2 Loyalty and commitment	339
		14.3.5.3 Criticism and complaints	340
		14.3.5.4 Product disposal	341
	14.3.6	Beyond the purchase decision	341
		14.3.6.1 Memories and meanings	341
		14.3.6.2 Emotions and feelings	342
	Summary		343
	Discussion po	ints and questions	343
	Case Study 14	.1: Japanese tourist behavior	344
		.2: Cultural influences on tourist behavior	344
	Website links		345
Part 5	Cross-Cult	ural Comparison	
CHAPTER		erences among international societies	349
	Introduction	mended among international societies	349
	15.1 Africa		
	15.2 Asia		349
	15.3 Australi	a	350 357
	15.4 Europe	Service of the property of the	357
	15.5 India		359
	15.6 Latin Ar	merica	364
	15.0 Latelli-Al	merica.	365

	15.7 Middle East	366		
	15.8 North America	368		
	Summary	371		
	Discussion points and questions	371		
	Case Study 15.1: Managing in Asia: Cross-cultural			
	dimensions	372		
	Website links	373		
Part 6	Multicultural Competence			
CHAPTER 16	Multicultural competence in a global world			
	Introduction	377		
	16.1 The concept of multicultural competence	378		
	16.2 Domains of multicultural competence	378		
	16.2.1 Cognitive domain	379		
	16.2.2 Affective domain	380		
	16.2.3 Behavioral domain	382		
	16.2.4 Environmental/interactional domain	383		
	16.3 Other factors influencing multicultural competence	384		
	16.4 Multicultural competence as a process	384		
	16.5 Multicultural competence development levels	384		
	16.6 Multiculturalism assessment techniques	385		
	16.7 An educational challenge Summary			
	Discussion points and questions			
	Case Study 16.1: One practical solution to overcoming			
	the language barrier	387 387		
	Website links			
Conclusion		389		
References ar	nd Further Reading	391		
Index		419		

Index

A	Australian cultural traits, 355, 358
Abilities, 195, 379, 382, 383	Australian hosts, 351, 353
Abrahamic religions, 92, 96	Authenticity, 11, 20, 21, 69
Abstractive cultures, 178	Authoritarianism, 174, 177
Acculturation	Autonomy, 278
assimilation continuum, 76, 80	Avoidance needs, 278
curve, 220	Awareness, 380
definition, 73	
Active strategies, 57	Axiomatic-deductive cultures, 178
Addressee focus, 63	В
Adjustment phase, 218	
Adult-centered families, 294	Backpacker traveling, 282
Aesthetic needs, 273	Backslapping, 365
Affect, 266	Becoming cultures, 130, 133, 186
Affective	Behavioral domain, 379, 382, 386
	Behavioral stage, 318
domain, 380	Being-oriented societies, 184
intuitive cultures, 178	Beliefs, 88, 93-94, 305
stage, 318	Blended families, 294
Affectivity-affective neutrality dimension, 128	Body movements, 121
Affiliation, 74, 278	Bond's Confucian cultural patterns, 150-151
Africa, 349-350	Boomerang kids, 294
African-Americans, 32, 40, 115-116	Bottom line, 249
Age-based subcultures, 107	Brand image, 18
Alderfer's ERG Theory, 276	Brazil, 89, 366
Alternative evaluation, 291, 305	Breaking rules, 228-229
Amadeus, 16	Bribery, 251-252
American	British passengers, 239
consumerism, 25, 27	Buddhism, 91, 92, 93, 94, 97, 101, 352, 354, 357
soap operas, 19	Business, goal of, 249
Antagonism or hostility stage, 75, 218, 221	Business cycles, 299
Antilocution, 194	Business ethics, 244, 248-249
Anxiety/uncertainty management theory, 57-59	Buyer's factors, 289, 301
Apathy stage, 221	decision process, 289
Arab values, 366	personal characteristics, 289
Argumentation style, 121	psychological characteristics, 289
Argyle's cultural differentiation, 151-152	Buying new products, 314, 319, 334
Ascription-achievement dimension, 128, 156	Buying roles, 333
Asia, 97, 350-357	Daying rotes, 555
Asian	C
civilizations, 104	Canada, 368-369
cultures, 134, 175, 180, 229, 236	
Asian-American market, 116, 117	Case study, 28–29, 258–261
Aspirational groups, 297	Caucasian(s), 32, 33, 107, 180, 326, 357, 359
Assertive cultures, 140, 150, 183, 239	Caused behavior, 271
At home stage, 218	Cause-motive-behavior-goal
Attitudes, 305, 329	model, 271
Attribution, 330, 380	theory, 271
Australia, 357–359	Child-care centers, 293
Australia, JJ/-JJJ	Child labor, exploitation of, 253

Child sexual abuse, 253	Complex thought, 167
China, 242, 350-351	Conation, 266, 267
Chinese culture connection, 150, 158	Conflicts, 78, 251
Chinese friendly, 36	Confucian
Christian civilization, 101	Confucianism, 340, 356
Christianity, 92-94, 96, 97, 101	Confucian Work Dynamism, 150, 151, 158, 361
Civilization, 91, 101, 103	Constructivist theory, 64
Civilization culture, 98, 100	Consumer behavior, 279
Closer environments, 269-270	Consumer buying behavior, 289
Cluster analysis, 114	Consumer buying behavior process, 290
Cocacolonization, 17	Consumer decision-making theories, 318
Code of conduct, 248	Consumerism, 21
Code systems, 56	Contact
Cognition, 266	cultures, 152
Cognitive	hypothesis, 212-213
anthropologists, 86	tourism, hypothesis in, 213
dissonance, 339	Context orientation, 187
dissonance theory, 277	Continuum, 56, 76
domain, 379	Convergence strategy, 62
knowledge, 88	Conversation
stage, 318	structure, 121
Cognizance, 278	style, 178
š	Coordinated Management of Meaning Theory, 214
Collectivism, 113, 133, 140, 149, 154, 176, 332, 354	Coping information, 275
Collectivistic	Copyright violations, 254
Asians, 150	Corporate social responsibility, 245, 258
Control of the Contro	Corruption, 252
consumers, 331	Cosmopolitan culture, 26, 28
cultures, 51, 227, 251	Country of birth, 110
and high power distant cultures, 229	Country of residence, 100, 109, 110
and high uncertainty avoidance cultures, 229	
Collectivistic(s), 149	Covert messages, 135
Colonizing nations, 26	Criticism and complaints, 340–341
Commodity, 70	Cross-cultural
Communication	context, ethics in, 247
associative style of, 173	differences, 149
contextual style of, 174	interaction, 209
convergence, 61	interaction, difficulties in, 214
definition, 166	Cultural
difficulties, 24, 168, 190	adaptation, 74–75
ethics, 196	adjustment, 75
intercultural, 155, 167	Americanization, 25-27
maintenance, 61	antagonism, 250
model, 166	arrogance, 68
non-verbal, 355	assimilation, 75–77
process, 166	assumptions, 154-155
style, 168	authenticity, 20, 21
verbal, 136	awareness, 21, 41
Communication Accommodation Theory, 60-63	background, 19, 211
Communication Resourcefulness Theory, 50	borrowing, 71
Competitive	changes, 70
advantage, 24	clash, 25-27, 250
environment, 243	commoditization, 20
Complaint behavior, 341	comparison, 155, 156

Value and a second seco	
competence, 41	rights, 38
conflicts, 78-79	rules of behavior, 121-122
context, 208	shock, 190, 215-221
convergence, 19	shock and social interaction, 217
deterioration, 20, 21	shock in tourism, 217
difference, 35	social behavior rules 121-122
dimensions, 127-128, 161	social categories, 121
disappearance, 16-17, 25-27	social interaction, influences on rules of, 227
divergence, 19	sources of, 119-122
diversity, 31-41, 113, 285	specific knowledge, 380
emergence, 15-16, 22	standards, 255
erosion, 20, 67-68	tourism, shock in, 217
expectations from service, differences in, 237	uniqueness, 286
heterogenization, 19	value dimensions, 127
identity, 25, 53-54, 110-111	values, 119, 208, 247
influences, 225-229, 233-241, 243-257, 321-343	Cultural distance
loss, 20, 21	countries, 339
marketing, 70	definition, 111
practices, 19, 36, 38, 67-79	Cultural Identity Theory, 110-111
regions, 91-92	Culture
resistance, 22	characteristics, 105-106
rules, differences in, 228	dimensions, 127, 160
sensitivity, 35, 381	levels, 98-100
standardization, 196, 237, 328	measurement, 113-114
target market, background of, 285	purpose, 104-105
theories, 19	types, 98-100, 104
transformation, 58, 70	Culture shock
values, 122-160, 208, 209, 246, 247, 371	intensity and duration of, 219-421
iltural differences, 21, 165, 190, 211	phases of, 217–219
in communication, 120–121	symptoms of, 215, 216
definition, 86, 208	Customer satisfaction, 240, 339
diffusion, 71	Customer satisfaction, 240, 339
dimension, 5	D
diversity, 32, 40	The age of the second s
drift, 72	Debatable business ethics issues, 248-249
	Decision-making, level of, 333-334
elements, 71	Decision process, 289, 291, 330
environment, 293	Declaration, 37-38
ethical behavior, influences on, 247	Deficiency needs, 273
familiarity, 209	Degree of interculturalness, 210-211
fatigue, 215	Demographic factors, 291-293
features, 71	Demographic projections, 39
goods, 38	Demonstration effect, 77-78
groups, 211	Demonstrative cultures, 180, 182
heritage, 38	Deontology, 255
homogenization, 17	Deterritorialization, 4
hostility, 68	Development time, 153
hybridization, 19	Diffuseness-specificity dimension, 128, 154
identity, 54, 110	Direct and explicit communication, 169
influences, 248	Directed behavior, 271
pattern, 63	Discretionary income, 298-299, 302
perceptions, 60	Discrimination, 194, 195, 252
powers, 26	Disposable income, 298
relativism, 255	Dissociative groups, 297

Distinct individuals, 52	issues, 248
Distinctiveness theory, 111	practices, 245
Divergence strategy, 62	principles of, 256
Diverse group(s), 32, 97	strategies, 256
Diversity, 32, 34-35, 42	theories, 254
benefits, 35	Ethical business behavior, 245
challenges, 40	Ethical decisions, 247
development, 37	Ethical dilemma(s), 196, 248, 251
future, 39-40	Ethical norms, 243, 247
importance, 37-38	Ethical standards, 243, 256
influence, 35-36	Ethics
interpretation, 33-34	concept, 244-245
measure, 34	context, 247
Doing-oriented societies, 184	cultural influences, 243-257
Dominance, 278, 332	definition, 244
Double-income couples without kids, 11	issues 248-251
Doxey's Irridex, 221	and morality, 244
Dual income families, 294	necessity, 250
E	tourism, 251-254
Early adopters, 314	Ethnicity, 301–302
Early majority, 314	Ethnic groups, 351, 365, 368
Eco-friendly tourism, 246	Ethnic subcultures, 107
	Ethnocentric people, 192
Economic benefits, 79	Ethnocentrism, 35, 192
Economic dimension, 5	problem, 192
Economic environment, 298-299	Europe, Muslim population, 98
Economic status, 303	European Union, 22
Edifying information, 275	Evaluation criteria, 238
Educational traveler, 384-385	Evaluation of service quality, 238
Eight-Stage Model, 274	Exchanged resources, 208
Emiratis, 367	Exclusionism, 155
Emotional domain	Existence needs, 278
Emotions and feelings, 342-343	Expanded families, 294
Empowering information, 275	Expectancy theory, 276-277
Empty nesters, 11, 294	Expectancy violation theory, 53
Encouraging education, 37	Expectations theory, 52-53
Enculturation, 77	Expectations and perceptions of service quality, 240
Engel's law, 299	Experiencing culture shock, 218
Enlightening information, 275	Experiential, 11, 309
Environment	Extensive or complex decision-making, 315
degradation, 8	Extermination, 194
dimension, 5	External factors, 53
domain, 383	Extrovert, 203, 276
and ecological concerns, 253	
factors, 268, 289	F
issues awareness, 253	Face Negotiation theory, 59
levels, 268-270	Factors influencing human needs, 265, 279
stimuli, 271, 278, 289, 291-301	Fair share, 245, 250
Episode Representation Theory, 51-52, 276	False information, 254
Equity theory, 277	Family
Ethical	culture, 99, 100
behavior, 244, 245, 247, 248	decision-making, 333
development, 244	life, 302, 349
frameworks, 254-255	Feminine cultures, 184, 323, 326

Five-Stage Model, 272	roots, 3-6
Forced acculturation, 74	tourism industry, 8-15
Foreign	Glocalization, 23
culture, visitor in, 215	Grandparent families, 294
tourists and companies, 256	Group-oriented cultures, 143
Foreignness, 60	Growth needs, 273, 276, 278
Formal cultures, 133, 151, 175	510 Will Heeds, 275, 276, 276
France, 361-362	H
Friends as families, 294	Hall's cultural differentiation, 134-138
Friendship, 350, 353, 354	Harmonious interaction, 37
Functional culture, 99	Health problems, awareness of, 293
Functionalists, 86	Hedonism, 326
Fundamental freedoms, 38, 195	Helping information, 275
Fundamentalism, 255, 366	Herzberg, Mausner and Snyderman's Two Factor
Future-oriented societies, 187	theory, 276
ratare oriented societies, 167	Heterogeneity, 19, 235
G	Heterogenization culture, 19
Gender	High
-based subcultures, 107	
definition, 100, 106	-context cultures, 134, 170, 187, 189 culture, 91
discrimination, 252	masculine cultures, 239
imbalance, 367	
roles, 322-323	power distance culture, 51, 184, 333
segregation, 324	uncertainty avoidance cultures, 59, 184, 229, 342
Generation	
culture, 99	Hinduism, 93, 364
D, 296	Historic environment, 299
M, 296	Hofstede's cultural dimensions, 113, 147, 148
now, 296	Holism, 359
X, 296	Homogenous country, 18
	Honeymoon phase, 217-218
XL, 296 Y, 296	Honne, 354
	Horizontal
Geographic environment, 298	collectivistic cultures, 140
Geographical subcultures, 107	cultures, 140
Germany, 362	individualistic cultures, 140
Gimur, 353	Host
Giri, 353, 354	culture, 104
Global	definition, 205
challenge, 31	societies, 72
consumer, 15	Hostility phase, 217–218
distribution systems, 300	Hotel corporations, 9
identity crisis, 111	Human
products, 16, 17, 25	activities orientation, 130
tourism managers, 24	environment, 86
village, 25	nature orientation, 154
world ethics, 251	rights, 38
Global Code of Ethics for Tourism, 257	Human behavior
Globalization 3, 23, 250	aspects of, 266-267
benefits, 6-8	basic needs of, 278-279
concept, 3-6	components of, 268
culture, 15-23	definition, 266
examples, 9-10	development, 270
forms, 9-10	factors influencing, 268-270, 279
limitations, 23-24	theories, 270-278

Humanism, 359	Intercultural
Humor stage, 218	adaptation, 59
	communication, 120, 167
	difficulties in, 168
Identity, 21, 22, 53-54, 110-111	ethics of, 196
Imagined agreement, 191	competence, 378
Imperialism, 34	encounters, 50, 210
	interaction, 49, 209
Increasing migration, 39	networks, 55
India, 364-365	theories, 49
Indian religion, 92, 96	Intercultural/multicultural specialist, 385
Indian-Pakistani conflicts, 78	Interculturalism, 34
Indicative factors, 53	Interethnic and interracial interactions, 209
Individual	Inter-group, 53
culture, 100	International context, 247
reality, 153	International tourists, 228, 284-287
rights, 250	Internationalization, 4
Individualism (IDV) dimension, 139	Internet, 6, 9
Individualistic cultures, 149, 150, 174, 181, 227,	Interpersonal interaction, 49
251	
Indonesia, 351-352	Interpretative communication, 166
Indonesian tourists, 353	Intracultural interaction, 209
Industry culture, 99	Introvert, 276
Inflation, 299	Involvement, degree of, 207, 314
Informal cultures, 133, 151, 175	Irreligious people, 97
Information search, 291, 307, 331-332	Irritation
Information sources, 308, 331-332	or annoyance stage, 221
Information technology, 8-9	index, 221
In-groups, 135-136	Islamic civilization, 104
Inglehart's cultural dimensions, 155	Israeli-Palestinian conflicts, 78
Intercultural	Italy, 362-363
interaction, 209-210	
model, 211-212	J
types, 211	Jainism, 92, 94
Interculturalness	Japan, 352-354
degree, 210-211	Japanese civilization, 102
Interpersonal interaction	Japanese cultural traits, 352-355
harmony, 132, 150, 180, 182	Japanese tourist behavior, 344
Initial orientation, 62	Japanese tourists, 193, 235, 238, 278, 323, 327, 329,
Inner-oriented, 362	335, 336, 387
Innovators, 313-314	Job content, 276
Inseparability, 235-236	Judaism, 93, 97, 98
Islam, 91-94, 96-98, 101, 102, 354, 355, 366, 367	
Instrumental value, 124, 351	K
Instrumental-expressive dimension, 129	Kao, 353
	Kluckhohn and Strodtbeck's value orientation,
Instrumentality, 277 Intangibility, 234-235	129-132
	Knowledge, 50, 52, 53, 267, 286, 328-329
Intangible components, 90	Korean tourists, 193, 323, 327, 330
Interaction	Morean counses, 173, 343, 347, 330
definition, 190	L
purposes of, 207	
style, 180-183	Laggards, 314
Interactional domain	Language, 135
Interactive strategies, 57	Language shock, 215

Last-minute-purchase, 10	Meishi, 352
Late majority, 314	Memories and meanings, 341
Latin America, 103, 365-366	Mental process, 88
Latin American civilization, 103	Meso level, 268
Learning	Mexico, 365
definition, 284, 305	Microcultures, 115
and knowledge, 328-329	Micro level, 268
Legal	Middle East, 366-368
behavior, 245	Millennial generation, 296
and political environment, 299-300	Mind, body and spirit, 266
Life script, 63	Mind, functioning of, 267, 268
Lifecycle stage, 302	Minkov's World Value Survey, 155-160
Lifestyle	Misleading advertising, 251, 254
and activities, 323-324	Mixed culture, 91
definition, 303	Modern
Limited decision-making, 314	communication, 26
Lineality, 174	technology, 15
Linear	Monochronism, 188
interpersonal, 131	Monumentalism, 155
logic, 178	Moralistic cultures, 153
Linguistic differences, 190	Mosaic, 369
Linguistic relativity, 120	Motivated behavior, 271
Local	Motivation 271
cultures, 16-17, 67-68	categories and sources of, 270
resident perspective, 286	definition, 270
Long-term orientation, 151	and needs, 326
Long-term perspective, 105	theories, 304
Loudness, 180	Motivator-hygiene theory, 276
Low	Multiculture
-context culture, 134, 187, 248	assessment techniques, 385-386
masculine cultures, 239	competence, 377-378, 384
power distance cultures, 184	development levels, 384-385
uncertainty avoidance cultures, 184	domains of, 377, 378-379
Loyalty and commitment, 339	educational challenge, 386
	environment, 41
M	factors influencing, 384
Macdonaldization, 17, 74	immigration, 32
Macro level, 268	process, 384
Malaysia, 354-355	Multiculturalism policies, 34
Manana syndrome, 337	Multiethnic, 32
Mandarin-speaking tourists, 351	Multigenerational families, 294
Market	Multilingual guides, 190
aggregation, 25	Multinational organization, 40
stimuli, 289	Mutual knowledge, 37
Marketers, 16, 86, 282	SANDA SANDAN TARREST MATERIAL CONTRACTOR OF THE SANDAR SANDAR SANDAR SANDAR SANDAR SANDAR SANDAR SANDAR SANDAR
Masculine cultures, 140, 183, 326	N
Masculinity (MAS) dimension, 140, 183	Nation
Maslow's Hierarchy of Needs, 272-276	culture, 85, 233
Mass culture, 91	economies, 6
Mateship, 357	Nationalism, 22
Maznevski's cultural differentiation, 152-154	Nationality
McClelland's learned needs theory, 278	definition, 109
Meaning of Meaning Theory, 54	subcultures, 107
	Control of the contro

Number disconsiss 152	Perishability, 236
Nature dimension, 152 Need(s)	Person aspects, 380
conflict of, 275	Personal cultures, 175
	Personality, 276, 303-304, 324-325
recognition, 330 Need for	Personalized power, 278
	Persuasion style, 121
emotional escapes, 293	Philippines, 356
more social contacts, 293	
safety and security, 293	Physiological and biological needs, 272
Negative	Play, 278
attitudes, 208, 217	Poland, 363
consequences, 266-268	Polarization, 7, 20
perceptions, 237	Political dimension, 5
stereotypes, 193-194	
Network theory, 54-55	phenomenon, 106
Nepotism, 253	Polychronism, 188
Non-contact cultures, 152, 171	Polychronic time system, 187
Non-linear, 138, 178	Positive
Non-utilitarian values, 18	social interaction, 240
Non-verbal communication, difficulties in, 214	stereotypes, 193
Non-verbal signals, 170-173	Post-purchase behavior, 317, 339-341
Normative patterns, 56	Power distance (PDI) dimension, 139, 184
North America, 368-371	Pragmatic cultures, 153
	Pragmatism, 185, 359
0	Prejudice, 194
Occupation, 303	Present-oriented societies, 187
Opinion leadership, role of, 332-333	Problem recognition, 291, 306
Organizational culture, 100	Purchase
Orientation towards	beyond, 341-343
activity, 138, 184	Product
human nature, 137, 175	customized, 13, 18-19
nature, 129, 183	disposal, 341
Original art, 67	evaluation, 335-337
Orthodox civilization, 102	standardized, 18-19
Out-groups, 135, 137	Professional
Outsourcing, 7	culture, 99
Overt messages, 135	definition, 385
Ownership, 39, 233, 236	group, 100
	hosts, 205
P	Profit and ethics, 249-250
Padding expense accounts, 254	Profit making, 249
Pakistan, 355-356	Providers, 237
Pakistani passengers, 239	Provider's performance, 235
Parsons' pattern variables, 127–129	Pseudo-artifacts, 69
Particularistic orientation, 128	Psychological state, 62, 121
Passive strategies, 57	Public-space cultures, 136
Past-oriented societies, 187	Purchase
People-based and personality-dependent, 237	decision, 291, 315, 337
Perceived cultural similarity, 209	risk, 337
Perception(s)	
definition, 89	R
and image, 326-328	Race culture, 99
of services, 36, 327	Racial discrimination, 195
Of Scriece, JO, J27	

Racial subcultures, 106	Schneider and Barsoux's cultural assumptions,
Racism, 195	154-155
Rationalism, 359	Secular-rational authority, 155
Readjustment stage, 218	Segmentation, 27, 246, 284
Real and authentic communication, 191	Seishin, 354
Reciprocal obligation, 354, 356	Self
Reciprocity, 205	-actualization, 272, 273, 275, 316
Recovery phase, 217-218	-collective orientation dimension, 129
Recreational needs, 272	-concept, 291, 297, 304
Re-entry shock, 216	-criticism, 247, 325, 326
Reference groups, 332	-effacement, 155, 159
Regional cooperation, 23	-fulfillment, 272, 273, 278
Regional culture, 99	-orientation, 133, 140, 156
Reinforcement theory, 277, 339	-rating, 114
Relatedness needs, 278	Senor, 365
Relationship	Sense of self, 87, 110, 196
building, 352	Sensitivity, 12, 35, 381
patterns, 105, 173-178	Service
rules, 227	characteristics of, 234-236
Religion, 92, 96-98, 302	classification, 234
Religious	definition, 233
group, 364	encounter, 234
subcultures, 107	evaluation, differences in, 239
Restrained cultures, 149, 182	experience, 235
Resident perspective, 286	focus of, 234
Retail sector, 9	perceptions, importance of, 237
Reverse culture shock, 218	providers¹ characteristics, 237
Rich tourists, 214	quality, 238
Risk perceptions, 338	dimensions, 240
Risk-adverse cultures, 338	evaluation of, 238
Role shock, 215	satisfaction, 240
Roman Catholicism, 97	Sexual harassment, 253
Rule-based theories, 255	Shared meanings, 166
Rules, orders of, 226	Shinto, 92, 94
Rules of	Short-term orientation, 151
breaking, 228-229	Sikhism, 93
cultural influences, 225-229	Silence, 169
differences, 54, 121	Skills, 35, 41, 50, 52, 63, 151, 214, 220, 382
order, 226-227	Social Social
social behavior, 121, 207, 225	anthropologists, 86
social interaction, 225-228	behavior, difficulties in, 214
types, 226-227	bonds, 175
understanding, 228	
Russia, 363-364	categories, 121
Kussia, 505-504	dimension, 5
S	group, 105
	harmony, 132, 180
Safety and security, 272, 273, 278	interaction, 190
Salad bowl, 292, 369	interaction between tourists and hosts, 207
Sandwich generation, 296	interaction, features of, 200
Satisfaction, 339	interaction increment, 207
Saudi Arabia, 366-267	interaction, interculturalness of, 210
Schein's cultural differentiation, 152-154	interaction model, 211-212

interaction nature 206	Totomae 254
interaction nature, 206 interaction potential, 200	Tatemae, 354 Taxonomic Approach, 56
interaction, purpose of, 200	Technological dimension, 4, 5, 27
network(s), 55	
phenomenon, 105	Temporal and spatial context, 206-208 Ten most popular criteria, 239
reality, 153	TATAL STATE OF THE
role, 176, 252, 298	Terminal values, 124, 126, 351, 359
status, 53, 177, 206	Thai cultural traits, 358
	Thai tourists, 197, 358
strength of, 175	Thailand, 144, 146, 197, 357
Social Network Theory, 54 Social responsibility, acceptance versus avoidance	Theology, 254 Theories
of, 254	
	and framework, 254-255
Social situations theory, analysis of, 200	of human behavior, 270
Socialized power, 278	Theory of justice, 255
Sociocultural disruptions, 246	Thumbs up, 368
Software piracy, 251, 254	Tight cultures, 151
Sojourner, 217, 219, 385	Time orientation, 130, 138, 187
Solo fliers, 295	Time orientation, effects on intercultural commi
Soul mates, 295	nication, 188–189
South Korea, 176, 185, 356	Today's tourism, 268
Spain, 360, 364	Tour operators, 9, 12, 257, 338
Spanish-speaking Americans, 116	Tourism
Spiritual factors, 267, 268, 270	culture, 104
Stage	definition, 8
1, 306-307	development, 245, 246, 257
2, 307-309	ethics, global code of, 257
3, 309-315	ethics in, 245
4, 315-316	and hospitality industry, 237
5, 317-318	industry, 246, 265-266
Staged attractions, 69, 282	industry perspective, 284
Standardization, 8, 18, 24	marketers, 282
Status-conscious societies, 239	marketing, 246
Stereotypes, importance of, 193-194	services, 236
Stereotyping, 192–194	services, value of 236
weaknesses of, 94	social interaction in, 201
Stewart's cultural patterns, 132-134	Tourist, 201
Stranger theory, 59	consumption, 21
Strategic decisions, 282	culture, 104
Strategy, 285, 372, 380	demand, 234
Subculture, 106-108	experiences, 69, 217, 282, 285
Subjugation of nature, 185	hosts, 206
Sunni-Shia split, 98	host contact, 206, 213
Supra level, 268	host encounters, 207
Supraterritoriality, 4, 7	host interaction, 206
Survival values, 155	host social interaction, context of, 206
Sustainable tourism, 13, 245	and local hosts, 207
Symbols, 166, 197, 301	perspective, 285
Symbols and meanings, 86, 89, 192	societies, 72
Symptoms of culture shock, 215, 216	typology, 201-205
	personal characteristics of, 207
T	Tourist behavior
Tangible components, 90	benefits, 284-286
Task variables, 380	concept, 279

importance, 282-283	moral duty, 255
meaning, 281-282	social interaction, 226
nature, 279-281	Universalism, 255
study, importance of, 279, 283-284	Universalization, 4, 5
understanding, 284-286	Unwelcoming attitudes, 213
Traditional authority, 155	Utilitarianism, 254, 255
Traditional hospitality, 206	
Traditional values, 20	V
Transactional signals, 166	
Transcendent need(s)	Valence, 277
definition, 273	Value
identification of, 273	affecting intercultural communication, 185-
Transcontextual, 26	186
Transculturation, 73	classification, 124-125
Transition shock, 215	definition, 183-186
Travel brochures, 246, 254, 305	differences, 123-124
Travel exposure and experience, 241	dimensions, 127-128
Treatment of men and women act (ETA), 252	laden, 106
Tribe subcultures, 107	measurement, 125-127
Trompenaar's cultural differentiation, 152-154	orientation, 124
2020 forecast, 283	studies, 127
Types of	surveys, 126
culture shock, 215-216	system, 123-124
intercultural interaction, 211	types, 124
needs, 272-274, 278	Verbal communication
social interaction, 226-227	definition, 120
tourists, 281, 282	difficulties in, 214
10011513, 201, 202	Verbal signals, 168-170
U	Vertical cultures, 140
U-curve and W-curve, 219	Vietnam, 357, 387
Uncertainty avoidance dimension, 139	Voluntary acculturation, 74
cultures, 323, 338	
definition, 184	W
tourists, 338	
	Well-being values, 155
Understanding	Western
foreign culture, 240, 285	civilization, 101, 103
rules of social interaction, 228	industrialized nations, 70
tourists, 266	monochronic time system, 187
Unemployment rate, 299	work ethics, 25, 249
UNESCO Declaration on Cultural Diversity, 37-38	Westernization, 4, 5, 17
United Arab Emirates, 367	Wider environments, 269, 270
United Kingdom, 364	Women travelers, 252, 284
United States, 369–371	Word-of-mouth communication, 332
Universal	World orientation, 134, 157
culture, 98	World Tourism Organization, 257, 261
ethics rules, 250	World trade, 5, 24