Cultural Shock as a Result of Cross-Cultural Relations

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Abstract: XXI century is interesting because it absorbed all the values formed over many millennia of human existence. How can nations with different ideologies, different values, moral principles, with a different tempo of life live in "this global village"? The nations who largely possessed these qualities, took the leadership. This is firstly, the United States and Western Europe. However, from the middle of 70s of the last century, Japan began to create a serious competition, then it was followed by Hong Kong, Singapore, South Korea and Taiwan, the so-called "Asian Tigers." They began to replace the American business model by the Japanese, with its eastern approach. China and Vietnam follows the same path.

Key words: Cultural Shock • Cross-Culture • Tourism • Adaptation • Readaptation

INTRODUCTION

Cultural shock-unconscious human reaction that appears when he contacts with a foreign culture; a state of psychological confusion and spiritual disorientation, which is experiencing by untrained person, who finds himself in a foreign social and cultural environment.

This conception is widely used in ethnic psychology, cultural anthropology, culturology, in rekrealogy [1-6]. Signs of cultural shock are well studied on the example of migrants, most of them, anyway, experience stress when they contact with a new cultural practices.

A foreign tourist trip is usually not accompanied by a deep shock to a person from his encounter with the culture of other nations. However, some signs of cultural shock can appear especially in those who find themselves in a holiday in a completely unfamiliar country for the first time.

This reaction of the tourist can be minimized by preparing him for meeting the other socio-cultural reality, by pre-informing him of the basic rules of behavior in public places.

When contacting with foreign business cultures, business managers experience the so-called "cultural shock". It is accompanied by anxiety, tension, feelings of loss and rejection. The degree of shock depends on the value of cross-cultural differences. The dynamics in which people adapt to a foreign culture is reflected in U-shaped curve and includes three stages. The first one is characterized by enthusiasm and a good mood. At the second stage comes frustration, depression, confusion, that are slowly replaced by confidence and satisfaction in the third stage. If the employee has adapted to a new culture and then returned to his original one, he should go through these stages again. Therefore, the curve of readaptation has W-shaped form.

A similar to cultural shock reactions can be experienced by local population if their territory suddenly becomes a place of pilgrimage for foreign tourists, so the organizers of tourist activity should take special efforts to neutralize this syndrome in the population.

Today everyone tourist who travels abroad should ask himself such questions and carefully prepare for the trip. Any tourist who travels abroad experiences the collision of several cultures:

- The culture of the country from which the tourist came
- The culture of the country where the tourist is having a vacation
- The service culture
- The tourist' relaxation culture
The culture of the country, from which the tourist came ("the culture of his country") is a system of values, beliefs, a set of moral stereotypes, behaviors, knowledge and experience which are assigned to the citizen of the country and through which he perceives the world.

The culture of the country where the tourist is having a vacation-a "foreign" culture-it is identical to the conception of "the culture of his country", with the difference that the values and beliefs, behaviors and lifestyles, traditions of different countries, nations differ from each other.

Service culture-it is the degree of the perfection (the level of development) of service process in the psychological, aesthetic, ethical, organizational and technological aspects.

The tourist's relaxation culture-spending leisure time during its expansion to the West and whose consumer culture is significantly higher, are treated ambiguously by the Russians. For a long time fear and condemnation, surprise and envy, hidden inferiority complex and a fear of losing their own identity are mixed here-and all that with an external manifestation of superiority.

The culture of another country for a foreigner begins with unusual food, strange facial expressions and behaviors of people. Most tourist limit their self to a minimal acquaintance with the country, where they are going to spend their holiday, but this information is often misleads people, that is, it is difficult to assess it objectively.

Different cultures-are different languages, customs and traditions. A person coming to a foreign country has a sense of bewilderment during communication and respecting other people's customs. The difference in cultures causes a cultural shock, which is bad mood, a feeling of inadequacy, psychological and physical discomfort.

A strong link with their own culture gives a substantial help in overcoming these states. People, who identify themselves with their own culture, go easily through the clash with the culture of the vacation country. The person who is self-sufficient, can abstract himself from his own "I am", he can avoid awkward positions and he can go through the difficulties of the perception of another culture [7].

Another way to overcome the negative consequences of the collision of cultures is the fact that the hotel business all over the world is based on European standards. Tourists can visit foreign countries, without finding themselves in the power of their customs [8].

We can say that the European culture of service in hotels is a filter of perception of foreign culture, as a result-no worry, negative emotions and stress state. But such a "filter" in the hotel, prevents the perception of life and mode of other nations, their cultural heritage, all that recreates the unique atmosphere of the tourist's city.

In addition, the European service culture is an effective means of overcoming the cultural shock if all hotel customers are from one culture, one country. For efficient use of tourist's resources for greeting tourists, especially foreign tourists, you should carefully study their lifestyle, features of national character, training level and the possibility of an adequate perception of the objects of tourists' interest. All these parameters and characteristics are considered in the design of the tourist's product.

Long since, Russians has considered their civilization and culture is higher than that of the Eastern nations, whose lands were often under Russian rule. The Western nations which were included in Russia's membership during its expansion to the West and whose consumer culture is significantly higher, are treated ambiguously by the Russians. For a long time fear and condemnation, surprise and envy, hidden inferiority complex and a fear of losing their own identity are mixed here-and all that with an external manifestation of superiority.

Stereotypes were formed over the centuries and have changed only recently and despite their banality and simplified exaggeration, they are quite true. Ignoring them would be contrary to competence in culture.

The fact that the culture of the "master" and its representatives impose a special role on the foreigner is also relevant to the phenomenon of stereotype. According to it, the right of the Germans as members of another culture "to be strange" is recognized; Russians are understanding about the "wrong" in terms of the specifics of Russian culture behavior of foreigners, which is neither arrogance nor-generosity. If the visitor is trying to get rid of the foreigner's status, to go beyond the stereotypes and behave "entirely as Russian" it causes irritation and condemnation.

In all the countries, there is a completely different attitude to such category as time. The American psychologist Edward Hall believes that the attitude to time can be determined by the allowable time of late arrival to a meeting. He identified five time intervals of being late in Western countries:

- Time of indistinct mumbling (instead of explaining the person mumbles something unintelligible, because the late arrival is insignificant)-up to 5 minutes;
- Time of careless apology-up to 15 minutes;
- Time of light offence-20-30 minutes;
- A middle rudeness late arrival- up to 40 minutes;
- Insulting late arrival- more than 40 minutes.
On the time issue, we have the case of the U.S. ambassador to a Latin American country. He arrived at a meeting with a Minister before the assigned time. However, he was not received even 15 minutes after the assigned time. The ambassador diplomatically tried to find out through the Secretary, does the minister know that there is someone waiting for him in the waiting room. Finally, after 45 minutes-the waiting time which in American standards is evidence of a willful desire to insult the person. The ambassador was very rude to the minister and that complicated the relationship. However, the minister believed that there was no reason to worry. Because 45 minutes in Latin America-is the “indistinct mumbling” time.

Psychologists conventionally divide the behavioral cultures of the people of the world into three types [9]:

- Mono-active cultures-were people use to plan their lives, make schedules, organize the activities in a specific sequence, only deal with one thing at the moment. Germans and Swiss belong to this group;
- Multi-active-lively, sociable people, accustomed to do many things at once, they set the priority of activities not on schedule, but according to the degree of relative attractiveness, the importance of the activity at the moment. This group includes people such as Italians, Hispanics, Arabs and Spaniards. Russia occupies an intermediate position between these two cultures. For example, agreeing to meet with a partner in a week, Russian managers tend to say: "Let's call each other the day before." This means that the possibility of canceling the meeting is not excluded;
- Reactive-cultures, giving the largest value to courtesy and respect, they prefer to listen to the interlocutor in silence and quiet, carefully responding to proposals of the other side. Representatives of this category-Chinese, Japanese and Finns.

In the cultures of Islamic world, time moves cyclically: in accordance with the sunrise and sunset, with the changing seasons. Managers of these cultures do not hurry. They follow the Arabic proverb: "When Allah made time, he made it enough". For them, such motivations as "Hurry up, you'll be late!", "there will not be a second chance" are totally unacceptable. The residents of these countries believe that there is always a second chance. In the next cycle man will be wiser and will be able to prepare himself better. A striking example of representatives of reactive cultures is Saudi Arabia and Afghanistan.

When asked: "If you have a meeting with a friend, how long will you wait for him?" the residents of highly industrialized countries (USA, Japan) gave an answer in minutes, people in cultures of medium complexity (Greece, Italy)-in hours and in traditional societies (some cultures in Africa and Latin America)-in days [10].

Different people have different sense of time and different degree of punctuality. This considers both the arrival to the meeting and the departure from it. It is not easy to bring together people of different nationalities. "How can we organize a party,-R. Lewis writes,-if the Japanese will come 10 minutes earlier, the Germans and Swedes-in time, the Americans and British-will come later, the French-after them-and the Brazilians in an hour after it had already finished? American businessmen can be so carried away by discussing their business with drinks, that they can forgot about the party, not to mention the time. Latinos can chatter endlessly. British, Germans, Dutch, Swiss and Japanese are relatively disciplined in what is related to time passing, we cannot say that about the Danes, Scots, Irish and Slavs. In Asia, finishing the evening is the responsibility of the master; in Europe and the U.S. it usually depends on the guest" [11].

Wherever you are, you have to be a worthy representative of your country. You have to be very attentive to the customs and traditions of your partners. You should remember that since crossing the border you find yourself under the civil and criminal laws of another state. If you are in a country accused of violating the civil code (debts, breach of contract, etc,), you can be put in jail or they will refuse to let you leave the country until the problem is resolved. You have to know about the legal status of foreigners in the country where you intend to travel.

REFERENCES


