Original Research

Cultural Diversity Awareness: Impact on Selected Crew Members of International Cruise Ship Industry in the Galley

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ABSTRACT

The international cruise ship industry employs a highly diverse workforce particularly in the galley, where crew members that come from various cultural backgrounds collaborate in a dynamic and fast-working environment. This study examines the impact of cultural diversity awareness on selected gallery crew members, by assessing the correlation between culture and the behavior and performance of workers in the cruise line. Specifically, this study aims to know if there are benefits or positive impacts of having cultural differences in a workplace and if cultural awareness or practices can affect the performance of workers in an international cruise line. This was assessed through the use of survey questionnaires distributed online, with close ended questions pertaining to their demographic data, the respondents' level of cultural diversity awareness and the effect of being exposed to cultural diversity towards their performance. Results reveal that the cultural awareness of cruise members are high with a mean score 3.8360 while the cultural diversity manifested a long – term impact on the selected respondents with a mean score of 4.1210. This shows that there is a significant relationship between the level of cultural diversity awareness and its impact on the selected crew members working in the international cruise ship in the galley since correlation is significant at the 0.01 level (1 – tailed) with p-value of 0.001.

Keywords: Cultural Awareness, Cruise ship industry, workplace dynamics, cross-cultural communication

INTRODUCTION

According to the study of Martin (2014), multicultural diversity is the diverse or different cultures of people and different cultures should respect each other's differences. With the increase of globalization in the world, cultural diversity in the workplace has grown and become more serious in terms of having different cultures and beliefs.

Understanding the different cultures and beliefs of every nationality is an interesting and important part of being a cruise ship worker because you are interacting with different opinions, thoughts, values, and traditions. It can affect your habits and behaviors in terms of how they act in the workplace. The culture of an organization is affected by its people, information flows, policies and procedures, and workplace environment. This is true and relevant to the cruise ship industries as the workplace is a great contributor to the development of an individual in terms of skills and behavior. Cultural effects can be manifested in varied aspects such as language, religious beliefs, traditions, customs, lifestyles,

behavioral patterns, and dress codes, sense of time, budgeting, and attitudes towards strangers. These differences can range from minor to adults when we deal with domestic tourism, to significant in the case of international tourism.

According to Korelaber and Parsons in an article on the Concepts of Culture and of Social Systems American Sociological Review, there is no one definition of culture nor their unanimity among various thinkers. In other words, they defined culture as "a complex of values, ideas, attitudes, and other meaningful symbols created by a man to shape human behavior and the anti-facts of that behavior as they are transmitted from one generation to the next".

Working in a cruise line is very challenging because of cultural diversity which differs from one person to another as from one country to another. As a neophyte in the workplace such as tourism and/or cruise ship industries, you need to be versatile and resilient in all aspects in order to overcome any adversities or struggles that may arise. The study aims to determine cultural effects that influence the behavior and performance of crew members in a cruise line in terms of culture and beliefs; know the benefits of cultural differences and assess the effects of having cultural awareness in the workplace, as well as exploring the potential struggles that can affect the performance of staff in cruise line industries.

METHODOLOGY

The study focuses on assessing the level of impacts of cultural diversity among selected crew members of the international cruise ship industry in the galley by using a standard questionnaire with closed ended questions. The questionnaire is distributed through online platforms to 20 selected international cruise ship members in any cruise line to examine the level of cultural diversity awareness and its impacts in the galley in terms of workforce relation and workplace behavior.

Research Instrument

The data – gathering instruments consists of three parts. The first part was developed to answer the selected demographic characteristics of the respondents while the second part determined the respondents' level of cultural diversity awareness was adapted from Special Populations and CTE Illinois Leadership Project. (2016). The third part was a 12 item – test Likert-scale instrument which focused on the impact of cultural diversity on the respondents.

Data Analysis

The data gathered from the study is analyzed using the Statistical Package for Social Sciences (SPSS) software wherein the frequency and percentage will be used to determine the demographic characteristics of respondents according to age, civil status, length of working experience, religion, and sex along with the measures of central tendency such as the mean along with the Spearman rho analysis with .01 alpha level of significance, to determine the relationship between the impact of cultural diversity and the level of cultural diversity awareness of the respondents with .01 alpha level of significance, to determine the relationship between the impact of cultural diversity and the level of cultural diversity awareness of the respondents.

RESULTS AND DISCUSSIONS   *The Respondents' Demographic Characteristics*

Table 1. Distribution of respondents' demographic characteristics according to Age, Civil Status, Length of Service, Religion, Sex.

	Frequency	Percentage
Age		
21 – 30 years old	10	50%
31 – 40 years old	9	45%
41 years old and above	1	5%
Total	20	100%
Civil Status		
Single	14	70%
Married	5	25%
Widow	0	0
Separated	1	5%
Total	20	100%
Length of Service		
1 – 5 years	12	60%
6 – 10 years	6	30%
11 years and above	2	10%
Total	20	100%

Table 1. Distribution of respondents' demographic characteristics according to Age, Civil Status, Length of Service, Religion, Sex (continued).

	Frequency	Percentage
Religion		
Roman Catholic	9	45%
Islam	2	10%
Hindu	2	10%
Buddhism	1	5%
Others	6	30%
Total	20	100%
Sex		
Male	16	80%
Female	4	20%
Total	20	100%

Table 1 shows the demographic characteristics of the respondents according to Age, Civil Status, Length of Service, Religion, and Sex. Data showed that the majority of them (50% or 10) aged between 21 to 30 years old. 9 or 45% were 31 – 40 years old, and only 1 or 5% of the respondents aged 41 years old and above. In terms of civil status, most of the respondents were single with 14 or 70% of the total respondents. 5 or 25% were married, 1 or 5% of the respondents were separated and no respondent was recorded to be widowed.When it comes to length of service or working experience, majority of the respondents were newbies in the field with 12 or 60% in totality. And only 6 (30%) and 2 (10%) of the respondents were 6 – 10 years and 11 years and above working experience, respectively. Based on the respondents' religion, Roman Catholic was recorded to have the highest frequency with 9 or 45%. Both Islam and Hindu were recorded with 2 or 10% in total, 1 or 5% was Buddhism, while others comprised 6 or 30%. In terms of Sex, male outnumbered females with 16 or 80% and 4 or 20% in total, respectively.

The Respondents' Level of Cultural Diversity Awareness

Table 2. Level of Cultural Diversity Awareness

	Mean	Description	SD
Level of Cultural Diversity Awareness	*3.8360*	*High*	*0.58228*
Scale	*Description*		
1.00 – 1.80	*Very low*		
1.81 – 2.60	*Low*		
2.61 – 3.40	*Moderate*		
3.41 – 4.20	*High*		
4.21 – 5.00	*Very high*		

Table 2 presents the level of Cultural Diversity Awareness of the respondents. Data revealed that the level of cultural diversity awareness of the respondents were "High" with a mean score of 3.8360 and Standard deviation of 0.58228. This implies that the selected crew members working in the international cruise ship industry in the galley manifested a high level of awareness in terms of cultural diversity. They assume good intent and ask for clarification whenever they don't understand what was said or implied. And knowing the different cultural background and experience in the workplace, they were aware of how to interact and work with their co-workers with acceptance and trust.

The Impact of Cultural Diversity on the Respondents

Table 3. Impact of Cultural Diversity on the Respondents.

	Mean	Description	SD
Impact of Cultural Diversity on the Respondents	*4.1210*	*Long – term Impact*	*0.57323*

Scale	Description
1.00 – 1.80	*Minimal Impact*
1.81 – 2.60	*Short -term Impact*
2.61 – 3.40	*Significant Impact*
3.41 – 4.20	*Long – term Impact*
4.21 – 5.00	*Major Long – term Impact*

Table 3 shows the impact of Cultural Diversity on selected crew members working in the international cruise ship in the galley. Data displayed, 4.1210 and 0.57323 mean score and standard deviation, respectively and it was interpreted that cultural diversity has a long – term impact on the respondents. This implies that working in a culturally diverse workplace such as the international cruise ship industry in the galley, helped them gain a wider range of skills, inspired them to be creative, and innovative, and enabled them to create a workplace with no discrimination and respect for others.

Relationship between the Impact and Level of Cultural Diversity Awareness of the Respondents

Table 4. Relationship between the Impact and Level of Cultural Diversity Awareness

	Sig. (1 – tailed)	Description
Impact and Level of Cultural Diversity Awareness	0.001	Significant

*Correlation is significant at the 0.01 level (1 – tailed)

Table 4 shows the relationship between the Level of Cultural Diversity Awareness and its Impact on the selected crew members working in the international cruise ship industry in the galley. The test result showed a significant relationship between the two with 0.001 p-value. This implies that their awareness of cultural diversity manifests a great impact in the workplace.

CONCLUSIONS

This study sought to determine the cultural diversity awareness and its impact on selected crew members working in the international cruise ship industry in the galley. The respondents of the study were the twenty (20) purposely selected crew members working in the international cruise ship industry in the galley.

The data – gathering instruments consisted of three parts. The first part was developed by the researcher to answer the selected demographic characteristics of the respondents. The second part which determined the respondents' level of cultural diversity awareness was adopted from Adapted from Special Populations and CTE Illinois Leadership Project. (2016). The third part was a 12 item – test Likert-scale instrument which focused on the impact of cultural diversity on the respondents. The research instrument underwent content validation and reliability testing.

The findings of the study were as follows:

1). The respondents of the study were aged 21 – 30 years old with 50%, mostly singles with 705, neophytes (60%), Roman Catholic (45%) and mostly males (80%).

2). The level of cultural diversity awareness of the selected crew members working in the inter national cruise ship in the galley were high with a mean score 3.8360.

3). The cultural diversity manifested a long – term impact on the selected respondents with a mean score of 4.1210.

4). There is a significant relationship between the level of cultural diversity awareness and its impact on the selected crew members working in the international cruise ship in the galley since correlation is significant at the 0.01 level (1 – tailed) with p-value of 0.001.

Based on the findings of the study, the following conclusions were formulated:

1). Most of the respondents were males, singles, Roman Catholic, Newbies, and aged 21 – 30 years old.

2). The level of cultural diversity awareness is high.

3). The impact of cultural diversity of the respondents was long term.

4). There was a significant relationship between the impact and level of cultural diversity awareness of the respondents.

RECOMMENDATION

Based on the results of the study, the following recommendations were made:

1). Students who wish to work internationally, especially in the cruise ship industry must be aware and knowledgeable of the diverse culture and background present in the workplace to understand, respect and grow professionally.

2). The teachers should equip and prepare learners skills in interacting and communicating in a well diverse and wider workplace such as international cruise ship industry not limited in the galley.

3). The school should provide an opportunity and avenue for their learners to apply, practice and gain learnings and experiences through exposure to various working industry such as cruise ship industries and other related fields.

4). A similar study should be conducted expanding the scope and variables included in the study.

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