

Bridging Cultures: Best Practices for Managing Cross-Cultural Dynamics in the Business Sector of Georgia

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Declaration

As the author of this paper, I declare that this thesis presented for the degree of Master of Business Administration is an original report of my research and has been written by me. Due references have been provided on all supporting literatures and resources. I also confirm that this work has not been submitted for any other degree or professional qualification.

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Abstract

Title: Bridging Cultures: Best Practices for Managing Cross-Cultural Dynamics in the Georgian Hospitality Sector

This thesis investigates and analyses the best practices for managing cross-cultural dynamics within the Georgian hospitality sector. By examining historical contexts, legal frameworks, communication challenges, and organizational strategies, the study aims to provide valuable insights for enhancing cross-cultural management practices in Georgian hospitality entities. The research contributes to the broader discourse on cross-cultural management in the hospitality sector, offering practical recommendations for sustaining a competitive edge and delivering exceptional guest experiences. The findings are derived from a comprehensive exploration of literature, theoretical frameworks, and a case study of Georgian hospitality companies, providing a nuanced understanding of the challenges and opportunities in bridging cultures within the dynamic context of the Georgian hospitality sector.