



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Professionalism—**  
Projects an image of maturity and integrity that creates credibility.
- **Diversity—**  
Appreciates and leverages capabilities, insights, and ideas across a group of individuals diverse in culture, style, ability, and drive.

#### RELATED COMPETENCY CATEGORIES:

- **Communication—**  
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.
- **Values—**  
Guided by a personal code of ethics. Demonstrates a strong sense of integrity by working in accordance with their personal values.

# Global Travel and Culture

## SUMMARY

Many organizations are finding that they need to provide some basic information to their employees who are representing them in areas outside their home region. Business travel requires planning and organization, along with the ability to research another culture and display cultural sensitivity.

## CONTEXT

Business travel is an integral and enriching part of most business careers. As your organizations become more global, you can expect to spend periods of time in other countries and cultures as a part of advancing in our careers. Even within the borders of your own country, there can be many varied business cultures and common practices. Learning to travel professionally and be culturally aware is a vital skill in today's business environment. Plus, it is interesting and enlightening to learn about other people and cultures.

In this module, you analyze the components of business travel professionalism. You compare our business travel experiences with the fundamental principles of business travel. You examine the expanding importance of cultural sensitivity in international travel situations, and how to avoid cultural misunderstandings.

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### At the completion of this module, participants will be able to:

- Understand the challenges of business travel to other countries
- Learn basic guidelines for understanding global business cultures
- Develop more awareness of cultural differences
- Make a more professional impression in other countries

*"The five reasons for travel given me by Sayyid Abdullah, the watchmaker... 'to leave one's troubles behind one; to earn a living; to acquire learning; to practice good manners; and to meet honorable men.'"*

—Dame Freya Stark