



Multicultural Handbook

The Tourism Network handbook to help you communicate and care for visitors and staff from different faiths and communities around the world

Edited by Susan Briggs

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We are aware of the sensitive nature of many of the topics raised, and the many interpretations of the material. We should like readers to be aware that for the sake of brevity we have had to make generalizations about countries, faiths and communities and that through making such generalizations we do not wish to cause offence to individuals or larger communities.

If any user feels information contained to be incorrect or open to misinterpretation, we would encourage you to email the Tourism Network at susan@tourismnetwork.org. We will be making ongoing changes and improvements to the accompanying website www.multicultural.co.uk.

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Introduction

This handbook is for anyone who wants to offer better customer service or a more pleasant and satisfying working environment. Within the hospitality, leisure, travel and tourism industries, visitors and staff come from many different backgrounds. Understand more about these backgrounds and life becomes much easier for everyone.

Imagine an iceberg. Only the tip is visible, with the rest hidden below the water. Most people are similar. Only a small part of who we are is on show. We can see how people act and hear what they say. But we often misunderstand because we don't know what is behind those actions or words.

This is because what people do and say is based on hidden values, assumptions, beliefs, traditions and backgrounds just under the surface. This handbook is intended as a useful starting point for anyone wanting to discover more about different faiths and cultures, and the impact they have on every day life.

We can't cover every faith, community or country in this book. We hope it's a helpful step in the right direction and a useful starting point. It offers insights into the main faiths of people living in London, and the cultures of some of our newer visitors. We'll be adding to this information on our website www.multicultural.co.uk

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1 The business case for working with ethnic minorities & other communities

There are strong business reasons for targeting and caring for people from different ethnic backgrounds. The disposable income of London's black and ethnic minority residents is over £16 billion per year billion.

Employing a diverse work force gives businesses the opportunity to move into new markets and source a wider range of customers, using internal expertise. It can improve productivity and create a happier, more inclusive working environment. This will in turn help you to gain a strong competitive advantage by providing better services to existing and new customers. Increasing penetration in overseas markets is essential in today's economy and a diverse work force can help to achieve this.

Black & Minority Ethnic Communities (BMEs) as an important economic market

Research by the Bank of England in 1997 gave the annual income after tax of people from minority ethnic backgrounds as £15 billion, contributing to £36 billion UK GDP. Figures now being quoted in other sources assert that this figure has risen dramatically. One publication estimates that Black and Asian consumers earn £156 billion after tax.

The following statistics and information offer a more in-depth insight into ethnic minority groups as an important economic

market. They are taken from a variety of sources including government websites, the Mintel-Ethnic Lifestyles Report 1999, "BBC Black and Asian UK – the facts", and REED relating to education and employment among BMEs.

Age

- BMEs in the UK represent a younger, growing marketplace - one third are under 16, and nearly half of the ethnic population is under 24. This contrasts with the White population which is aging.

Education, Business & Employment

- Most second and third generation BMEs are upwardly mobile with a high standard of education and disposable income. Computer literacy is particularly high amongst younger consumers, suggesting a high level of future e-commerce success.
- 12% of the UK's university undergraduates are young people from black and other BMEs. Africans/Caribbean are highly qualified, but more likely in skilled work. BMEs have many essential skills needed in today's job market, including IT, communications, management.
- Two thirds of Asian adults have a disposable income of £30k+. Annual expenditure of BMEs in Britain is estimated to be around £40 billion pounds (£24 billion in London).

- 85% of independent retailers/shops in UK are owned by Asians with total turnover in excess of £12.5 billion.
- Many of the 120,000 restaurants & food outlets in the UK are owned by BMEs generating £14 billion.
- BMEs own 62,000 or 19% of all small/ medium businesses. 8% of ethnic minority businesses operate in European Union (EU) or international markets.
- BMEs make up 6.4% of the total population of working age in the UK. BMEs will account for half the growth in population of working age over next 10 years.
- BMEs form 6% of public sector workers.
- S. Asians, Chinese & Arabs are more likely to be self-employed. Amongst Asians, women are less likely to be employed, particularly Pakistani and Bangladeshi communities.
- 87% of Asians are owners/occupiers of homes and have more than 2 cars per household.
- Afro-Caribbeans are more likely to live in rented accommodation - largely due to the higher number of single adult households.
- The majority of Asians own computers and there is high penetration of cable and satellite in both Asian and black households.

- Top leisure priorities are fitness, holidays, entertainment, music.
- The minority ethnic population grew by 48 per cent between 1991 and 2001, from 3.1 million to 4.6 million.
- There are approximately 250,000 minority ethnic enterprises in the UK, contributing approximately £13 billion a year to the British economy.
- The collective wealth of the richest 300 Asians in Britain in 2004 totalled £14.3 billion

Buying Behaviour

Multi-cultural advertising specialists, Media Reach Advertising Ltd led by Javed Husain have researched the buying behaviour of ethnic minority customers with the following findings:

- The major groups of ethnic minority customers are well established and often self-supplying with regards to categories such as foods and clothing. (Mintel-Ethnic Lifestyles Report 1998).
- Asians (S. Asians, Arabs, Chinese) tend to buy in bulk from large Asian supermarkets, cash & carry stores, and speciality stores while Afro-Caribbean's are more likely to frequent supermarkets. Like most customers, they look for value for money and the best deals.

- 1st and 2nd generations tend to be conventional and conservative and are loyal to known, steady brands such as Mercedes Benz, Honda, Marks & Spencer and Rado Watches. This would also apply to tourism products, preferring well known brands, destinations and attractions.
- Most young people in these communities want to buy designer products and are very fashion conscious.

Social Habits

When promoting to any group of people it is important to understand their lifestyle, beliefs and values. The following points are naturally generalisations but nonetheless essential considerations.

Family is the most important social unit and there is a tendency to socialise within the community (community events, gatherings, religious functions) through established community networks.

Marriages are major events (a great opportunity for venues and hotels) generally involving much bigger wedding parties than in traditional markets.

Each generation adapts to a greater extent than the previous one, becoming more used to western lifestyle in terms of fashion and social activities, but there is still a strong cultural influence in the places they visit. For example, Bollywood

bars, R&B bars, Indian cinemas, Bhangra and groove parties, Gospel concerts.

Religion is a strong influence within ethnic communities and so it is important to have some understanding of which religious group communities belong to.

Figures from the 2001 Census

In the 2001 National Census, 9.9% of the population in England and Wales identified themselves as being from an ethnic minority. The proportion of people from an ethnic minority in England and Wales rose from 6% to 9.9% — partly as a result, in 2001, of the addition of the “Mixed ethnic” category and of the “Irish” category.

London is the region with the highest proportion of people from an ethnic minority (32.1%). Within London, the largest ethnic minority populations are in Brent, Newham, Tower Hamlets, Hackney, Ealing, Haringey, Westminster, Lambeth, and Harrow. Mintel Research estimates that by 2011 BMEs will be the “majority” in half of the London boroughs.

The proportion of people identifying themselves as mixed race in England and Wales was 1.4%. This category was included for the first time.

Two per cent of the population of England and Wales are Indian, with Leicester having the highest proportion (25.7 per cent). Bangladeshis formed 0.5 per cent of the population of

England and Wales, with the highest proportion in the London borough of Tower Hamlets (33.4 per cent). In England and Wales, 1.1 per cent of people are Black Caribbean, 0.9 per cent are Black African and a further 0.2 per cent are from Other Black groups.

Black Caribbean's form more than ten per cent of the population of the London boroughs of Lewisham, Lambeth, Brent and Hackney. Over ten per cent of Southwark, Newham, Lambeth and Hackney are Black African. More than two per cent of people describe themselves as Other Black in Hackney, Lambeth and Lewisham. Chinese people form more than two per cent of the population in Westminster, Cambridge, City of London and Barnet.

The largest proportions of people of Mixed origin are in London, with the exception of Nottingham, where two per cent of people are Mixed White and Black Caribbean.

2 Responses to Not So Frequently Asked Questions

In 2003, The Tourism Network organised the “£Million Markets You Can’t Afford to Ignore” Conference in London. The conference considered ways of targeting markets that are often neglected, such as people from ethnic minority backgrounds. As part of the planning for the conference, we interviewed people from different ethnic minority backgrounds. We asked some of the questions which many people would like to ask but perhaps feel deterred from doing so.

Here are some of the questions and typical/collated responses.

Question:

How do you feel being referred to as having “an ethnic minority background”? People try to be politically correct by using such terms but are they not more discriminatory?

Answer:

I suppose from a practical perspective it is necessary to have some term that encompasses all of Britain’s non indigenous population. Therefore the concept of being referred to as an ethnic minority is both reasonable and acceptable when attempting to make a distinction between those of foreign origins.

However, it must be remembered in many parts of England especially within London, black and Asian people are not the minority community.

There is an additional problem in that the term “ethnic minority” makes no distinction between the different sub groups that exist. This is an important distinction to make – just because an Asian or Afro-Caribbean’s skin colour is not white, it doesn’t mean these two people are alike. There are many different attitudes and experiences which exist within the subgroups.

For instance, certain minority groups are bound together by religion whereas others are bound together by shared experience. It can make a difference whether some-one is a 1st, 2nd or 3rd generation immigrant to this country. Many 2nd and 3rd generation immigrants may have the same buying behaviour, attitudes and beliefs as those from a non ethnic minority background.

Question:

What are some of the common mistakes people make when trying to target Black and Ethnic Minority markets?

Answer:

No matter which market you are trying to target, it is easier if you have direct experience of it and the same applies to any support services you use. A common mistake is to use the services of marketing companies who have little or no experience of Black and Ethnic Minority Markets. This can mean that strategies are ineffective or simply token gestures. Before working with such a company, ask what direct experience and successes they have had, how they have researched the markets and how they consult with the markets in question. Does the company have diversity of ideas

in their office through a diverse workforce at decision maker level?

Another common mistake is to work with the wrong press. For example, marketers who want to reach a black market, assume that the best media to work with are The Voice or the New Nation. Readership figures for the Voice have been steadily declining as there has been more choice for black consumers. The Professional and Executive Network's research demonstrates that the main reason for people reading black newspapers is to find out what is happening in their community at home and abroad. Therefore adverts for leisure may not receive much attention.

Question:

How do you feel about the way that the media portray people from Black and Ethnic Minority backgrounds?

Answer:

There are two main problems. One of these is that there are few positive images of people from such communities. It is all too frequent that we see negative stories although I realise that these events may be more newsworthy and the way that papers are sold. The other problem is that there is still a great deal of tokenism with token images of BMEs, rather than real understanding.

Question:

What advice would you give to people who wish to target people from Black and Ethnic Minority backgrounds?

Answer:

Don't get involved in targeting BMEs if you're not genuine – it will show. Avoid token gestures – and be aware that the “Black Pound” is strong so it really is worth-while targeting these markets

Make sure you know and understand the markets you're targeting. Just as you would with any other target market, segment and segment again. Don't pigeonhole people and be aware of the large variety of factors that influence your target market, not just the colour of their skin.

3 Faiths and Communities

The information within these pages aims to help you become more familiar with the beliefs and cultural needs of people from different religious backgrounds.

Please do be aware that every religion has many different aspects and religious texts have very different interpretations. If you speak to any two representatives of any of the featured religions you're likely to hear some contrasting opinions and interpretations so you can imagine how many there are worldwide. The following information is intended as an introduction and starting point. At the end of each section is a selection of websites and suggestions for where to get more information.

➔ Buddhism

Buddhism is a vast and complex religious practice and philosophical tradition, which stretches back over 2,500 years. It is a very diverse faith, with no single authority and no single sacred text.

There are about 700 million followers of Buddhism throughout the world, making it the fourth largest world religion, with the greatest number living in Asia. Over the last 30 years, Buddhism has also gained in popularity in the West. There are now around 45,000 adherents in the UK.

Buddhism differs from many other world faiths, in that there is no belief in one supreme God. Buddhists follow the teachings of the founder of the faith, an Indian prince called Siddhartha Gautama, who was given the title of the “Buddha” (meaning the enlightened one). He lived in Northern India in the 5th and 6th centuries BC.

Main Buddhist traditions

All Buddhists believe in the truth of Buddha’s teachings, but different groups follow separate paths to attain the truth. The main traditions of Buddhism are as follows:

Theravada - scriptures are preserved in an ancient Indian language called Pali. It is viewed as being the closest school to ancient Buddhism and is common in areas such as Sri Lanka, Thailand and Burma.

Mahayana - This is a very diverse school, which includes the Zen branch of Buddhism. Scriptures are preserved in Chinese and it is common in areas such as Vietnam, China, Japan and Korea.

Tibetan - This is sometimes known as Tantric Buddhism. Scriptures are preserved in Tibetan and it is followed in Tibet and Mongolia, Nepal and Himalayan India.

The two most widespread forms of Buddhism are Theravada and Mahayana.

Please note Buddhist terms are commonly written in two Indian languages, Sanskrit and Pali. In this document the Sanskrit will be given first, with Pali in brackets.

Belief

Important concepts in the Buddhist faith are reincarnation, karma (kamma) and The Noble Eightfold Path.

Reincarnation (rebirth)

All existence, which is without permanence and filled with suffering, is labelled dukkha (dukkha). The aim of Buddhist practice is to end dukkha by entering the state known as nirvana (nibbana). This means freedom from all action and striving.

Buddhists see life as a continual process of birth, death and rebirth, until nirvana is reached. The form in which one is reborn depends upon an ethical law called karma (kamma).

Karma

Karma is a philosophical law of cause and effect. Put concisely, positive actions will bring positive results and negative actions will bring negative results. For example, this could mean that someone who donates to charity experiences happiness, whereas someone who steals experiences suffering. The effect of a person's past karma is believed to determine their present situation in life.

The Noble Eightfold Path

On becoming a Buddhist, an individual chooses to take what is called the Middle Way (i.e. avoiding the two extremes of self-gratification and self-mortification) and to follow The Noble Eightfold Path.

The Eightfold Path is often symbolised by an eight-spoked wheel and comprises:

- Right Understanding - understanding the Buddha's teachings
- Right Thought - clear, positive thinking
- Right Speech - speaking wisely and truthfully
- Right Action - doing good for its own sake and not for pursuit of reward
- Right work - participating only in occupation which does not harm yourself or others or the environment
- Right Effort - trying to do good and behave wisely
- Right Mindfulness - being aware of what you are thinking, feeling and doing, and so avoiding negative actions
- Right meditation - developing calm and peaceful thoughts

All Buddhist groups follow The Middle Way and The Eightfold Path. Theravada Buddhists are often encouraged to become monks and nuns, to enable them to achieve enlightenment. Mahayana Buddhists take the approach that anyone may become enlightened, without necessarily entering a monastery.

Family and Home

Buddhist families often chant and meditate together at a home shrine, which may be in part of a room, or a small separate room. The shrine will include items like a statue of Buddha (buddharupa), candles, incense and fresh flowers. These items have symbolic value. For example, the flowers are not just a decoration, but will fade and change, reflecting the Buddha's teaching that all things in life will change and pass. It is usual to bow to the shrine, in respect and gratitude to the Buddha, and as a sign of humility.

Generosity is an important aspect of the faith. For example, in the Theravada tradition many people donate food to the monks (who have renounced money and worldly goods) or take gifts to the monastery, including clothes, medicines and other everyday articles.

When handing food to the monks, traditionally the monks do not give thanks as Buddhists believe that giving is more perfect without thanks.

Food

Many Buddhists are vegetarian, in accordance with the principle of avoiding harming living things. This is however not an absolute so some individuals may eat meat, fish or poultry. Some Buddhists may also have taken a precept which involves eating only one main meal a day, which is usually eaten before midday.

In some cases Buddhists embrace veganism (a strict vegetarian diet, including avoidance of all dairy products). This usually arises from concern over the circumstances in which the animals that produce milk, eggs, etc. are kept.

Alcohol and/or other drugs are frequently avoided, because of the effect on the mind conflicting with the precept of 'right mindfulness'.

Buddhist monks and nuns, who rely on charitable gifts of food, are obliged to eat whatever food is offered to them. In this circumstance they are permitted to eat meat, so long as it has not been slaughtered specifically for them.

Festivals

The Buddhist faith includes a wide variety of festivals, some of which are celebrated all over the world. Others are specific to a certain country, or local area.

A major festival of the Theravada tradition is Wesak. This takes place on the night of the full moon in May and is

important to Theravada Buddhists all over the world. It is a celebration of the birth, enlightenment and death of the Buddha, and takes place all on one day. Mahayana Buddhists also celebrate these three significant events, on different days throughout the year.

An example of a Mahayana festival is Ullambana, the Hungry Ghosts' Festival, also called O-Bon in Japan. This is generally celebrated in mid-August. Families visit graves to pay respects to their ancestors, and to ease the suffering of unsettled spirits. The celebration includes music, dancing and special food.

A popular festival in the Tibetan Buddhist calendar is the Birthday of the Dalai Lama, the spiritual leader of Tibet, which is held on the 6th July. Prayers are said for the long life of the Dalai Lama, and incense is burned in temples, monasteries and on hilltop bonfires.

Figureheads

Tenzin Gyatso (1935 -) is the 14th and current Dalai Lama. In Tibetan Buddhism the Dalai Lamas form a lineage of spiritual, and often political, leadership dating back to 1391. Since the occupation of Tibet by the People's Republic of China, Gyatso has been exiled in India. He has travelled widely during this time, becoming the first Dalai Lama to travel to the West. He has also worked tirelessly to publicize the cause of Free Tibet. In 1989 he was awarded the Nobel Peace Prize for his non violent opposition to the occupation of Tibet.

Venerable Master Yin Shun (1906 - 2005) was an important figure of modern Mahayana Buddhism. Living and working in China, he was one of the originators of Humanistic Buddhism. This philosophy puts emphasis on world issues and relieving suffering. It has become a popular philosophy practised by many Buddhists today.

Buddhadasa Bhikkhu (1906-1993) was one of the most influential Theravada Buddhist monks of the 20th century. He gained a reputation for interpreting complex philosophical and religious concepts and helped to reform the Buddhist faith in his native country of Thailand. He was also an influence and inspiration to Pridi Phanomyong, former Prime Minister of Thailand, who was named one of the world greatest personalities by UNESCO in 2000.

Glossary

Buddha	the awakened or enlightened one
Buddharupa	statue of the Buddha
Dalai Lama	Tibetan Buddhist leader
Dharma (Dhamma)	teaching or faith
Mandala	a sacred circular design, used as an aid to meditation
Mantra	a verse or word, chanted repeatedly as meditation
Meditation	focusing the thoughts to clear and train the mind
Nirvana (Nibbana)	a state of perfect enlightenment
Precept	a rule on how to live

Sangha	either the worldwide community of Buddhists, or the community of monks and nuns
Sutra	a sacred Buddhist text
Vegan	a strict form of vegetarianism, which also excludes eggs, dairy and honey
Vegetarian	a diet comprising primarily of vegetables, avoiding meat, fish and poultry

Further information

Understanding the Dalai Lama by Rajiv Mehrotra

What Buddhists Believe by Elizabeth Harris

What Do Buddhists Believe? (What Do We Believe?) by Tony Morris

The Complete Idiot's Guide to Understanding Buddhism by Gary Gach

www.thebuddhistsociety.org

www.lbc.org.uk

www.dalailama.com

www.amaravati.org

www.manjushri.org.uk

www.jenchen.org.sg

www.buddhanet.net

➔ **Hinduism**

More than 5,000 years ago the faith known as Hinduism began in India. It was evolved out of many different religious practices of the ancient Indian people.

It is now followed by more than 650 million people in India and 100 million in the rest of the world.

Faith

Most Hindus believe in one Supreme Being who is everywhere. Everything in nature is seen as part of the Supreme Being, as are the hundreds of gods and goddesses (who look like people or animals) that Hindus may choose to worship.

The Supreme Being is too great for humans to grasp, but is revealed in three great gods: Brahma the Creator, Vishnu the Preserver and Shiva the Destroyer. There are hundreds of other deities including the popular gods Krishna and Rama.

Hindus may attend a temple (mandir) to worship and celebrate festivals, but many people also have a shrine in their own home.

Family and Home

Many Hindu homes have at their heart a family shrine. Often this will be a simple shelf or small table in the corner of a

room. The shrine will usually contain an image of a god or goddess (a murti) that is important to that family and will be decorated with flowers, candles and incense sticks.

Hindu worship is known as puja and may involve praying, singing or making offerings of food to a favourite god. During worship a puja tray will be placed in front of the deity. On the tray there will be elements of earth (flowers and fruit), air (incense sticks), fire (a diva or small lamp) and water in a small pot.

Food

Food plays an important role in Hinduism, both at home and in ceremonies and festivals. Many Hindu temples distribute food freely every day to visiting worshippers.

Many Hindus, especially women are happier with a vegetarian diet, although many people will eat some fish, chicken, lamb and egg dishes.

Orthodox Hindus have a stricter diet regime and often avoid:

- all meat
- spicy food
- onions
- garlic
- mushrooms
- very sour food

For those who eat meat there are no restrictions on how the

slaughter has to take place, although beef is never eaten as the cow is considered to be a sacred animal. However, dairy products are considered very favourably.

The Hindu month of fasting (Sraven) takes place during July/August. Some individuals may choose to fast at different times in this period.

Festivals

Hinduism has hundreds of holy days and religious celebrations. The festivals usually relate to special times of year or to different gods and goddesses. Four of the major festivals are:

- Divali- Festival of Lights (October/November)
- Holi- Spring Festival (February/March)
- Janmashtami- Birthday of god Krishna (August)
- Mahashivarati- Main Festival of god Shiva (March)

The Hindu year is based on a lunar calendar (different from the Muslim lunar calendar), so festivals happen at a slightly different time each year, depending on the cycles of the moon.

Divali, Festival of Lights, is perhaps the best known of all Hindu celebrations. An important element of the celebrations is the telling of the story of the god Rama and the goddess Sita; a tale of good overcoming evil.

At this time people exchange presents of sweets, hold

firework parties and paint colourful designs (rangoli) by their front doors to welcome visitors. Houses are filled with light as people decorate their homes with candles and small earthenware oil lamps (divas).

Glossary

Avatar	The shapes or forms in which the god Vishnu has visited the earth.
Barfi	A traditional Indian sweet, often eaten at festivals.
Diva	A small oil lamp.
Hath yoga	A spiritual practise including physical exercise, postures and breath control.
Mandir	A Hindu temple.
Murti	A holy statue of a god or goddess, used for worship.
Puja	Hindu worship.
Rangoli	Decorative patterns made out of coloured rice or powder.
Reincarnation	The belief that a person's soul is born again in a new body after death.
Sitar	An Indian classical stringed instrument, similar to a guitar.
Vedas	Ancient holy books that tell Hindus how to worship God.
Vegan	Someone who does not eat flesh or dairy products.
Vegetarian	Someone who does not usually eat flesh, but may eat dairy products.
Yogi	A Hindu monk.

Further information

Guide to Ethnic London by Ian McAuley

Listening to Hindus by R. Jackson & E. Nesbitt

Hinduism in Great Britain by R. Burghart (ed)

Hinduism by V. P. Kanitkar

www.HinducouncilUk.org

www.hindunet.org

www.hindu.org

www.templenet.com

➔ Islam

The Islamic religion is an ancient faith which began in the city of Mecca in about 610. People who follow Islam are called Muslims.

There are over a billion Muslims worldwide, making it the second largest religion in the world. In certain countries more than 90% of the population is Muslim, particularly in areas of the Middle East, North Africa, South-eastern Europe and Malaysia. France has the highest Muslim population of any nation in Western Europe.

There are two main branches of Islam: Sunni and Shi'a. These two groups have different traditions of worship. The Sunnis are followers of the Prophet Muhammad only, whereas Shi'a Muslims follow the guidance of Muhammad's son-in-law, Ali, as well. The Sunnis are in the majority, accounting for 80% of all Muslims. Shi'a Muslims live mainly in Iran, Iraq, Yemen and Bahrain.

Islam may sometimes seem at odds with a modern Western world. This may be because religion does not dominate everyday life for many people in the West today. In comparison, Muslims have woven religion into their daily lives and make no division between the everyday and the sacred.

Faith

Muslims believe in one God (Allah) and see Islam as the faith of all God's prophets from Adam onwards, and therefore the original religion.

The Islamic faith began with the Prophet Muhammad, who was born in the city of Mecca. The Islamic Holy Book (the Qur'an) was miraculously revealed to Muhammad by the archangel Gabriel. This Holy Book is believed to be the word of God, expressing his will for all people.

Five Pillars of Islam

All Muslims have five basic duties to perform. These are known as the "Five Pillars of Islam":

- To say the Shahadah, the declaration of faith, which states "There is no god but God; Muhammad is the Messenger of God".
- To pray five times a day.
- To give money to charity (zakat).
- To fast during daylight hours in the month of Ramadan.
- To go on a pilgrimage to Mecca.

The five daily prayer sessions fall at different times, depending on where you are in the world. To calculate the prayer times for any major UK city visit www.salahtimes.com.

As well as the five daily prayer times, Muslim men are required to gather together every Friday at midday for Friday prayers (salat al-juma'a).

Muslims need to have a place to which they can go to pray, which should face Mecca. A Bilal can be purchased which is basically a sort of compass that locates Mecca in each city.

In recent times there has been much publicity about one aspect of the Islamic faith known as Jihad. The word Jihad literally means 'struggle' and Muslims believe there are two kinds of Jihad, one being inner struggle against selfish desires and the other being external struggle, such as war.

As with many other world faiths, Islam permits fighting in certain circumstances, particularly self-defence and defence of religion. The Islamic view is that injustice would reign in the world if people were not prepared to risk their lives for what they believed in.

Food

Muslims live in many different countries around the world, so eat many different kinds of food. However, all Muslims are forbidden by the Qur'an to eat banned (haram) foods. Permitted foods that have been properly prepared are considered lawful (halal). Very often, favourite Muslim meals include curries, kebabs and rice.

Muslims must not:

- Eat pork or other pig products
- Eat meat or fat from an animal that has not been killed correctly
- Drink alcohol
- Taste blood

Muslim butchers slaughter animals in a way that helps drain the blood away, making the meat halal.

The banning of pig products not only includes pork, ham and bacon, but also any other foodstuffs which may contain the fat such as biscuits, ice-cream and soups.

It is customary for Muslim households to extend hospitality to many people. For example, anyone who appears at meal times might be invited to share the meal, regardless of who they are. Hospitality may be offered as much to strangers and tradesmen as friends and relatives. This has always been a part of Arab culture, even before Islam, and the laws and teaching of Islam have reinforced it.

Hosts usually cut up whole items of food and then distribute them. Guests are usually offered the most succulent parts of the meal (this may be the entrails or eyes!) and to refuse is rude. In restaurants, the person who has invited the guests to come along is the one to foot the bill.

Festivals

As Islam places greatest emphasis on the observance of God's commands in daily life, the celebration of festivals can be less important than in many other faiths. The Islamic calendar is used by Muslims everywhere to determine the proper day on which to celebrate Islamic holy days. It is a lunar calendar and therefore the dates differ to our own Gregorian calendar. Islamic feasts perform a full circle with respect to the seasons every 33 years so the dates of festivals change each year.

Some of the annual festivals in the Muslim year celebrate events in the history of the faith, such as the birthday of the

Prophet Muhammad (Maulid Al Nabi). Others are connected with the Five Pillars of Islam such as Eid-Ul Adha (festival of sacrifice) which takes place during the traditional time of pilgrimage and Eid-Ul Fitr (festival of fast-breaking) which comes at the end of Ramadan.

All Muslims are required to fast during the Holy Month of Ramadan (a lunar month of 29 or 30 days, which falls 11 days earlier each year, depending on sightings of the moon). During this time Muslims abstain totally from food, drink, sex and tobacco from dawn to sunset.

Eid-Ul Fitr, which marks the end of the month of fasting is heralded by the sight of the new moon. People celebrate their strength in fasting and what they have learnt during the month. They also celebrate the gift of the Qur'an.

On the day of Eid, after prayers at the mosque, families gather for a large celebration meal. People dress in their best clothes and enjoy rich food, cakes and sweets. Children receive Eid presents.

Art & culture

Islamic art can be very striking, particularly in some of the beautiful examples of decorated buildings.

Islam discourages the use of pictures of living creatures. Muslims tend not to draw human figures or animals because they feel it may detract from worshipping only God. Instead, Islamic art makes use of shapes inspired by natural objects (such as flowers and leaves) and intricate geometric patterns.

Calligraphy (the art of decorative writing) is also an important art form. For Muslims it is the highest art of all; the art of the spiritual world. One of the ways in which Muslims decorate their buildings is by writing words from the Qur'an, or the sayings of Muhammad, onto tiles.

Calligraphy can also be found on prayer mats and in decorated texts. The writing is always done in Arabic, as wherever Muslims live in the world, and whatever language they speak, they still learn the Qur'an in Arabic.

Family & friends

Many Muslims use quite formal and stylised greetings. These manners reflect a deeply-held convention of hospitality and mutual respect. In Islam the common greeting still widely used is "Assalmu Alaykum" ('Peace be with you'). The response to this should be "Wa'laikum Salaam" (And upon you be peace).

Subjects such as illness or death are not surrounded by taboo as they are in many Western societies, and are discussed with frankness by all. Muslims are encouraged to have close relationships and keep an open heart, an understanding of others and to try and help with their problems.

"Family" can mean any number of individuals rather than just those related by blood ties. Muslim families are close-knit, and the family unit very important to them. Men may refer to friends and others as "brother" and women to other women as "sister".

Women & Islam

Probably the aspect of Islam which non-Muslims find most difficult to accept is the treatment of women, and it is the aspect most deeply criticised. Men and women are required to dress and behave modestly as a symbolic of the importance and value placed on women as mothers and guardians of the family. The theory behind modest dress and veil for women is to preserve respect, dignity and virginity and safeguard them from interference or abuse by men.

Females are often seated in a separate area in restaurants, meetings and family events. In many cases it is necessary to have females on hand when dealing with Muslim girls or women, as they will not want to communicate with strange men.

Women do not necessarily play a lesser role in the family. They invariably rule the household and the family. Given the importance of the family, this means older women have considerable influence.

Doing business

Personal invitations and introductions are essential in order to do business. Without one, business visitors may well be politely received but amount to nothing.

Honesty is seen as the basis of all business dealings so a word is a bond. Hagglng over prices is normal, and part of Arabic traditions. Once a bargain has been struck the deal can't be cancelled unless it's impossible to raise the money.

The teachings of the Qur'an are applied even when doing business. For example, it is prohibited to exploit people by lending them money and charging interest.

False advertising is also prohibited. If a vendor sells an item by making false claims about it, the customer has the right to have the transaction cancelled.

Avoiding offence

Muslims differentiate between the right and left hand. The left hand is primarily used for cleaning oneself. The right hand is used for everything else such as shaking hands, eating and picking up the Qur'an. Gifts should also be offered and received with the right hand.

Public shows of affection are to be avoided.

Sitting in a position which places the soles of the feet towards anyone is considered a deliberate insult. The feet are considered the most lowly part of the body and the head the most holy – hence the idea of covering heads, for example with a veil.

Glossary

Allah	Arabic for God
Hajj	Pilgrimage to Mecca
Hala	Permitted by Islamic law
Imam	The leader of prayer in a mosque

Mosque	A building for the worship of Allah, also often used for meetings and teaching
Muezzin	An official who calls Muslims to prayer
Pilgrimage	A journey to a holy place
Prophet	A teacher with a message from God
Salah	Formal Islamic prayer, said in Arabic

Further information

What Do Muslims Believe? by Ziauddin Sardar

Understanding the Koran: A Quick Christian Guide to the Muslim

Holy Book by Mateen Elass

Understanding Islam by Frithjof Schuon

Understanding Islam: The First Ten Steps by Chris Hewer

Understanding My Muslim Neighbour: Questions and Answers on Islam and Its Followers by Michael Nazir-Ali & Christopher Stone

The Complete Idiot's Guide to Understanding Islam by Yahya Emerick

www.mcb.org.uk - Muslim Council of Britain.

www.salahtimes.com - Muslim prayer times for any major UK city.

www.bahagia.btinternet.com - British Muslim man's

independent site explaining his conversion to Islam and what being a Muslim is like now.

www.muslimconsumergroup.com - information about Halal and permitted food.

www.islamicweb.com

www.salaam.co.uk

www.islamfortoday.com

www.islamonline.net

➔ Judaism

The Founding Father of Judaism is Abraham, who is said to have lived around 1900 B.C. The Jewish religion dates from this time.

Although the Jewish faith was founded in the Middle East, Jewish people were driven out of their original homelands and spread in groups across the world. This unsettled state began in early history with the coming of the Greeks in 332 B.C., continuing through to modern times and the displacement of hundreds of thousands of Jews, as a result of the Second World War.

The largest Jewish population group now exists in North America, (of over 6 million people). The second largest group is the 4.5 million Israeli Jews, (making up over 80% of Israel's population). The third largest Jewish population is in France, followed by Russia, Canada and then Great Britain.

Faith

There are three distinct elements which together create Judaism: God, Torah and Israel.

Jews believe in one God, and that He has entered into a special relationship with the Jewish people and chosen them to be a 'light to all nations'. Whilst Jews do not expect everyone to become Jewish, they do hope for everyone to acknowledge the sovereignty of their God.

At the heart of the Jewish faith is the Torah; a collection of Holy Scriptures believed to have been revealed by God directly to Moses. The Torah contains 613 commandments. These are God's instructions to the Jewish nation and must be adhered to by religious Jews.

The Torah itself is a handwritten scroll, usually kept in velvet cover (mantle). It takes about a year for scribes to write it out.

The term 'Israel' is often used when talking about Judaism. This may be taken to mean a people, a nation, a belief, rather than Israel the country.

The Synagogue and the Hebrew language are two other vital components of the Jewish faith.

The Synagogue is a building for Jewish public prayer and study. No 'priest' or other qualified person is required for the operation of a synagogue, but in practice the congregation usually employs a rabbi (literally 'teacher') to take charge over running the synagogue and to attend to the spiritual needs of the congregation.

During worship and prayers Jewish males wear certain special items:

- The tallit - a prayer shawl worn over the shoulders
- The tephillin - a pair of small leather boxes containing passages from the Torah. One is strapped to the upper left arm and the other above the forehead.
- The kippah - a skullcap worn by some men at all times,

and by others as a mark of respect when praying or reading from the Torah.

The Hebrew language is central because it has held together Jews from all over the world and enabled them to share their faith and worship. The Hebrew alphabet contains 22 letters and is read from right to left. Books open the opposite way to books in English. Hebrew has continued to form a basis from which Jews act; it has been modernised and adapted to make it the living language used in Israel today.

Family and Home

The family is at the centre of Jewish life and many religious celebrations focus on the home as the centre, rather than the synagogue.

For instance, the weekly day of rest, known as the Sabbath (or Shabbat), begins with a family meal as a celebration of 'togetherness'. The Sabbath begins at dusk on Friday and ends at dusk on Saturday.

Many Jews observe the Sabbath very strictly and will not drive, watch TV, handle money or use a phone. It is not seen as restrictive, however, but rather a time to rest, feast, study, play, chat and go to the synagogue.

There is also a Jewish tradition of 'charity beginning at home'. A charitable act is called Tzedaka and, in the most general sense, this can refer to the home as a base for goodwill which extends through the family into the community. Tzedaka can

also refer to the Jewish tradition, based on the scriptures, of setting aside a tenth of the family income to go to the needy.

Books are an important practical and symbolic feature in the Jewish home. Most homes will possess a copy of:

Siddurim - the prayer book

Mahzorim - the festivals book

Haggodot - used at the Passover feast

Chumashim - copies of the first five books of the Bible

These will have been acquired at school, or given as wedding presents and at other significant events.

Food

Jewish food laws (called kashrut) relate to what may be eaten, how animals are slaughtered and how food is prepared. Food is permitted (kosher) or forbidden (terefah).

Kosher foods come from animals which have divided hooves and which chew the cud:

- Cow
- Sheep
- Goat
- Deer

Fish with scales and fins may also be eaten, as may ducks, geese, pigeons and domestic fowl. Animals and birds must be ritually slaughtered by a Jewish butcher, (licensed by the

rabbi), to be considered kosher.

Forbidden foods include:

- Pig
- Camel
- Horse
- Rabbit
- Shellfish

Strictly kosher households adhere to a further rule of not mixing meat and dairy products. This means not eating dairy and milk products at the same meal, storing these foods separately and using different sets of utensils for food preparation.

The extent to which food laws apply to the Jewish individual vary. Orthodox Jews are the most rigorous in observing the law, whereas Reform (Liberal) Jews have a wider definition of what is kosher.

Many traditional Jewish meals begin with the breaking of bread. Challah is a special kind of sweetened bread, used for this purpose, on the Sabbath and at holidays. Matzah is another traditional Jewish staple. This is unleavened bread, made with flour and water, and cooked very quickly. Full sized matzah is like a large square cracker in appearance.

Festivals

In biblical times the calendar was based on lunar cycles, rather than the solar calendar we use today. Although the solar

calendar is now used for everyday life in Israel, important dates, such as festivals, are still decided using the lunar calendar. In practice, this means that the dates of Jewish festivals and holidays change each year.

The main Jewish festivals are as follows:

- Rosh Hashanah - Jewish New Year (September)
- Yom Kippur - Day of Atonement (September)
- Sukkot - Season of Rejoicing (September/October)
- Hanukah - Mid-winter Festival of Lights (December/January)
- Pesach - Passover Festival (March/April)

As well as these seasonal festivals, the coming of age ceremony for Jewish teenagers is very important because it marks their entry into the religious responsibilities they will practice as a Jewish adult.

As soon as possible after their thirteenth birthday boys celebrate coming of age in a ceremony called Bar Mitzvah. They will read aloud from the Torah, and also have a party and receive gifts. In some synagogues a similar ceremony takes place for girls, called a Bat Mitzvah.

Glossary

Bar Mitzvah	A boy's coming of age ceremony, usually at 13 years old
Bat Mitzvah	A girl's coming of age ceremony, usually at 12 years old

Brit Milah	Circumcision
Challah	Enriched bread, particularly used on the Sabbath and holidays
Chumash	The Torah in book form rather than on a scroll
Kabbalah	Jewish mysticism
Kashrut	Food laws, as laid down in the Torah
Kibbutz	Israeli collective village based on socialist principles
Kippah	Skull cap
Kosher	Permitted food
Matzah	Flat cracker-like bread
Menorah	Seven-branched candlestick, lit daily in the synagogue
Mezuzah	A scroll containing a section of the Torah, often placed on doorposts in Jewish homes
Rabbi	An ordained Jewish teacher
Seder	A home based ceremonial meal eaten during the festival of Passover
Shema	Major Jewish prayer, affirming belief in one God
Synagogue	Building for Jewish public prayer, study and assembly
Yiddish	Language used predominantly by central and eastern European Jews
Zionism	Political movement securing Jewish return to the land of Israel

Further Information

Understanding Judaism: The Basics of Deed and Creed by Benjamin Blech

An Understanding of Judaism by John D. Rayner

Understanding Judaism by Melanie J Wright

*Understanding Judaism: Origins, Beliefs, Practices, Holy Texts
and Sacred Places* by Carl S. Ehrlich

What Do Jews Believe by David Ariel

The Complete Idiot's Guide to Understanding Judaism by Rabbi
Benjamin Blech

www.thejc.com

www.jewishtelegraph.com

www.somethingjewish.com

www.jewfaq.org

www.jewishfamily.com

➔ Sikhism

Sikhism is the youngest of the world religions, being just 500 years old. The faith began in the Punjabi area of what is now Pakistan. The founder was Guru Nanak, who was born in 1469.

At this time Northern India was under Muslim rule, although the majority of the population were in fact Hindu. There was great tension between the two faiths, and it was out of this conflict that Sikhism was born.

Guru Nanak was born into a Hindu family, but was troubled by the conflict he saw between people, particularly Hindus and Muslims. In the founding of Sikhism, and with the inspiration of God, Nanak set out a simple faith that was open to all. He travelled far, preaching his message, with the hope that people could transcend their differences.

In the present day, most Sikhs still live in the Punjab, a region that includes parts of India and Pakistan. There are also about a million Sikhs living outside the Punjab, in places such as Canada, the USA and the UK.

Belief

Sikhs believe in one God, whom they call Waheguru (meaning 'Great Teacher'). The word 'Guru' means 'teacher' and the word 'Sikh' means 'learner'. Sikh teaching emphasises the seeking of God through prayer, plus the importance of living an unselfish lifestyle.

Living an unselfish lifestyle is encouraged through a practice called “seva”, which means behaving charitably and helping others. For example, many Sikhs do chores at the Temple, such as cleaning up and helping to cook and serve the community meal. Sikhs must also give money to charity and care for the needy.

The centre of Sikh worship is the temple, known as the Gurdwara. A Sikh service includes prayers, readings from the Holy Scriptures and hymns (called kirtan), which are often accompanied by musical instruments such as sitars and drums. Services may take place at any time, and there is no special day of worship.

A centre for the Sikh faith is the stunning Golden Temple at Amritsar, in northern India. The water surrounding the Temple is also considered especially holy and pilgrims often bathe in it.

Shortly before his death Guru Nanak entrusted the continuation of the faith to a successor (Guru Angad), and this is how Sikh spiritual leadership was passed on. In all, there are ten Sikh Gurus. The last Guru (Guru Govind Singh) did not choose a human successor, but passed on his authority to the Sikh community and to the Holy Book- the Guru Granth Sahib.

Guru Govind Singh was also the founder of the Khalsa: a group of committed people who undertake to live strictly by the rules of their faith. The Guru gave the name Singh (‘lion’) to men in the Khalsa and Kaur (‘princess’) to women members. These surnames are still commonly used by the majority of Sikhs today.

Members of the Khalsa can be distinguished by five special things that they should wear. These items are known as The Five K's:

- Kesh - uncut hair, a symbol of God's gifts
- Kangha - hair comb, to show tidiness and discipline
- Kirpan - sword, a symbol of justice and spiritual power
- Kachh - short trousers, to show readiness for action
- Kara - a steel bracelet, a symbol of unity and faith

Although some Sikhs join the Khalsa from the age of fourteen, it is seen as a major step and many others wait until later in life. Membership is open equally to men and women, but it is more common for men to join.

Nearly all Sikh men wear a turban. The turban is not one of the Five K's, but is worn to keep the hair tidy, and to resemble Guru Govind Singh as closely as possible.

Food

The majority of Sikhs are vegetarian. Drinking alcohol and smoking are also forbidden.

Food does play an important symbolic and practical role in the Sikh faith. For example, there are two types of food which have a role in the Gurdwara (temple); Karah Parshad and langar.

At the end of a Sikh service a sweet semolina-based food is shared out. This is called "Karah Parshad". It is blessed and then everyone joins in eating a small portion.

After every major service at the Gurdwara, a community meal known as “Langar” is served to anyone who wishes to take part. The meal is always vegetarian. Following Sikh principles of equality and service, men and women share the task of cooking and serving the meal. At major Sikh sites in India this may involve the cooking and serving of food to thousands of people!

Festivals

The original Sikh calendar was based on the Hindu lunar calendar, which is still used by some Sikhs. A revised calendar, called nanakshahi was introduced in 1999. This calendar is based on a solar year and converts easily into western dates.

Sikhs and Hindus have certain festival times in common, but the two faiths often put a different emphasis on the celebrations.

An example of this is New Years Day, celebrated by Sikhs and Hindus at the same time (mid April). Sikhs call the festival Vaisakhi. Traditionally, it is also a harvest festival, celebrating the bringing in of the wheat harvest in the Punjab.

Some other key festivals celebrated in the Sikh year are:

- Hola Mohalla - a celebration of defending the faith, including athletic games and martial arts.
- Martyrdom of Guru Arjan - a remembrance of the first Sikh martyr, who died by fire. Refreshing drinks may be offered to passers-by as a commemoration of the event.

- Divali - celebrating the release from prison of Guru Hargobind, the sixth Guru.
- Birth of Guru Govind Singh - he was the final human guru, passing on his authority to the Guru Granth Sahib.

Glossary

Akhand Path	a continuous reading of the Guru's Scriptures, used on special occasions
Ardas	a prayer for guidance
Gurdwara	a Sikh place of worship
Guru	teacher and guide
Karah Parshad	a blessed sweet food, given out at the end of a service
Khalsa	the 'Pure Ones', a group of specially dedicated Sikhs
Langar	either the dining room in the Gurdwara, or the community meal eaten there
Vak	a daily spiritual message read out at the Gurdwara

Further Information

Understanding Sikhism by W.Owen Cole

Understanding Sikhism by K. S. Grewal

Sikh Symbols: The Five K's by Lou Singh

www.sikhnet.com

www.sikhwiki.org

www.info-sikh.com

4 Countries

➔ China

China's current population is around 1.3 billion – and growing. 16 million Chinese people took outbound trips in 2004, of which only 0.6% came to the UK. But this was before the UK was awarded Approved Destination Status so inbound tourism to the UK from China is expected to grow significantly.

The majority of outbound Chinese tourists are from three urban belts around Beijing, the Yangtze River delta and Pearl River delta. They tend to be well-educated, married, professional males in their middle years but this is likely to change as the market develops. VisitBritain research shows that the best prospective markets are most likely to be aged 25 – 34 and with children, although only around 50% are expected to travel with their children.

The Chinese travel market is still in its infancy. Its potential is huge but the market currently still relies heavily on the travel trade.

Chinese visitors

Chinese visitors come to the UK to enjoy our tradition, cultural events and attractions and stories around the sights. A high proportion of current visitors come to see their friends and relatives who settled here some time ago. Many of these

VFR visitors still use hotel or guest house accommodation. Safety is an important consideration so some visitors may need reassurance about the area in which they are staying and how they will be cared for.

The peak times to travel are during the three golden weeks:

- Chinese New Year, also known as Spring Festival (later January or early February),
- Labour Day (1st – 7th May) and
- National Day (1st – 7th October).

International Passenger Survey figures currently indicate that two thirds of Chinese residents visit in the last 6 months of the year. The most popular period for Visits from Friends and Relatives (VFR visitors) is October – December.

China has a strong, quietly confident middle class who are proud of China and its new prosperity. They are still very rooted in and proud of their own culture and traditions but also becoming more curious about the rest of the world. Overseas' travel is considered prestigious and a mark of sophistication.

Travelling is seen as a way of learning and self-improvement as well as increasing one's status. It may even enhance job opportunities back home.

Overseas travel offers opportunities to take part in some activities which are either frowned up or not available at home. These include casinos and cabaret shows.

Chinese perceptions of travel & the UK

Britain is seen as the home of famous brands such as Clark's shoes, Burberry and whisky. It is traditional to take home gifts for friends and relatives.

The Chinese have an appreciation of British culture and see it as offering a balanced mix of rich cultural heritage and interesting and exciting contemporary culture.

However, the UK is not perceived as a welcoming destination. In the Anholt-GMI Nation Brands Index, the UK was placed in 16th position in terms of welcome, well behind other countries such as France, Australia and Canada.

Very few Chinese people consider they know the UK well or know much about the UK. Many prospective tourists perceive Britain as old fashioned and foggy (largely due to the popularity of detective novels and Charles Dickens).

Chinese visitors are attracted by our special culture. Britain is seen as the home of the English language and home country of Shakespeare. Learning English is seen as prestigious even though many Chinese people will still be shy of using it in public in case they "lose face".

Understanding Chinese people & their culture

The brevity of the information in this workshop means that some generalisations are necessary. However, it is worth bearing in mind that in a country with a 1.3 billion population

there will be plenty of exceptions to the rule. China also accommodates 56 different nationalities, with the Han nationality accounting for around 85% of the total population. Important religions are Taoism and Buddhism, with Islam and Christianity.

It is essential to understand the concept of “face” or “Mianzi”. “Face” basically means self-respect. It is the worst thing for a Chinese person to lose face. This means that you should never insult, embarrass, shame, yell at or otherwise demean a person.

Obligation is another important part of Chinese life. Within business dealings and even within friendships, there is a strong sense that one should give others whatever support or help they need, leading to reciprocal obligations.

Harmonious relationships are essential, sometimes even at the expense of not actually achieving a task. This can be difficult for Westerners to understand. In China it is more prevalent to think of the longer term future than the immediate gain or activity.

Personal contacts and “word of mouth” are very important. The concierges in some of London’s better hotels would probably be held in high regard, with their personal knowledge and great contacts for the best places to go in London. You might also find that Chinese people are less likely to be constrained by time and specific times for appointments.

Chinese people are more likely to avoid direct confrontation

or criticism. They may find it difficult to say “no” even if they mean it. It’s unlikely you’ll ever hear a Chinese person saying something like “speak your mind” or “get it out in the open”. You are unlikely to get direct feedback from Chinese visitors or a negative response to questions such as “everything OK?” If you really do want a response, it is better to re-phrase questions or surveys. For example, “how do you think our service could be improved?” or “how could we make Chinese visitors more welcome?”

Yin and Yang are important. Yin and yang are seen as opposite in nature, but they are part of nature. They rely on each other, and can’t exist without each other. The balance of yin and yang is important. If yin is stronger, yang will be weaker, and vice versa. Yin and yang can interchange under certain conditions so they are usually not yin and yang alone. In other words, yin can contain certain part of yang and yang can have some component of yin. It is believed that yinyang exists in everything.

Although Confucius lived 2000 years ago, Confucianism is still fundamental to today’s China. It isn’t a religion but rather a set of ethical rules by which many live their lives. The family is considered paramount, followed by society and then the individual. Self-restraint and control are very important. Modesty is highly regarded.

Chinese New Year

Chinese New Year is probably one of the best known aspects of Chinese culture outside China. It’s also a great example of the

role of superstition and tradition in Chinese life.

Chinese New Year is based on the lunar year and falls on the 24th days of the 12th month so it's on a different day each year, usually some time in late January or February.

Each New Year takes the name of an animal. 2006 is the Year of the Dog and 2007 the Year of the Pig. Preparations start a month before with a massive spring cleaning and de-cluttering. No sweeping or cleaning must take place on New Year's Day or the good luck will also be swept away. On New Year's Eve all doors are sealed to keep in the good luck.

Red banners are hung everywhere to bring good luck and ward off evil. Doors and window frames are also painted red, together with Chinese characters that signify happiness, wealth and longevity.

A family banquet is enjoyed. Certain foods have particular significance. Seafood and dumplings represent the freshness of the New Year. Prawns bring liveliness and happiness, raw fish for prosperity and long life and dumplings in boiled water bring good wishes to all the family.

On New Year's Day red envelopes known as "Hong Bao" containing money are offered to younger children and unmarried adults. The amount is always an even number as giving odd numbers is unlucky.

Lion and dragon dancers are considered good omens and scare away any evil. Lanterns are also hung to help guide the spirits of ancestors to the 15 day long feasts and celebrations.

Making Chinese visitors feel more welcome

Because the number of Chinese people who have actually travelled outside China is still relatively low, those who do travel feel honoured to do so. They also expect to be received as honoured guests whereas in reality they are often regarded as simply more visitors. As well as general cultural differences, this partly accounts for some of their disappointment in service levels in Britain.

Most Chinese people speak Mandarin but little English so a Mandarin speaking guide is essential. Basic signage, instructions and information in Chinese characters are desirable. It should be noted that simplified Chinese characters are used in mainland China. "Traditional Chinese" is used in Singapore, Hong Kong and Taiwan.

There are details of a free BBC Chinese language course at the end of this section. It's worth learning a few simple greetings:

Ni Hao	Hello
Xie Xie	Thank you
Zai Jian	Bye

In China, asking personal (and often quite direct) questions is seen as a sign of interest and politeness so don't be offended if you are asked what you might regard as intimate questions.

If a Chinese person presents you with their business card, you should receive it with both hands. Read it before you put it away and make sure you put it in a place that implies the card is important, not stuffed in a back pocket. It is considered

rude to write on the business card. Make sure you also hand your business card to the other person using two hands (holding the card at the edges not in cupped hands) and with the writing facing the recipient.

Chinese people attribute great importance to numbers. You should avoid allocating tables or rooms with the number four (4) in them as that number is associated with death. The Chinese word for “four” sounds like the word for death. However number eight (8) is seen as positive and means good fortune.

You might want to consider making an entrance area more attractive to Chinese guests or perhaps making a table arrangement. The so-called “Four Men of Honour” are the Chinese favourite plants: bamboo, Chinese plum, orchid and chrysanthemum.

Food and drink

Food and drink are not just sustenance. Business is often conducted at the dining table and used to demonstrate respect for guests. The degree of importance of the guest can be judged from the quality of the food so beware offering bad quality!

Partly due to their perceived lack of knowledge about Britain, many Chinese visitors feel more comfortable when they know that London has strong Asian communities with associated restaurants and supermarkets.

Tea is equally important in Britain and China so there may be opportunities to break the ice, by inviting Chinese visitors to enjoy our Afternoon Tea. Although many visitors want to be able to eat familiar food, they also express an interest in trying other regional food and knowing more about the culture of the places they visit.

The Chinese take-away food with which most of us are familiar, bears little relation to more authentic Chinese food. It mainly focuses on cheap, quick to prepare dishes that the Chinese refer to as “lupsup”, a Cantonese word meaning “mish mash”!

There are many regional variants of Chinese food such as Cantonese, Peking and Szechuan. Most Chinese in Britain eat Cantonese food at home and this is also the mainstay of many restaurants. Szechuan cuisine has more spiced and hot dishes with smoked, salted and pickled foods. Peking cuisine is held in highest regard and includes more dumplings and noodles than rice.

Sweets and puddings are usually regarded as snacks to be eaten between meals so most restaurants don't provide a particularly good selection.

Meals are often quite early – around 12.00 for lunch and 6.00 for dinner.

Chinese visitors are naturally going to be more comfortable if they are served at least one Chinese meal a day. It is customary to order a number of dishes and place them in the centre of the table for all to share.

Visitors are likely to bring some dried instant noodles with them, to which they just need to add hot water. Providing these in hotel rooms together with a kettle or asking about the preferred dishes for meals including breakfast is likely to impress. Disposable chopsticks would be very welcome.

Green tea is very popular. It would be easy to add this to drink menus in restaurants and cafes and to provide it in hotel rooms. Since Chinese are not accustomed to drinking tap water, it is a good idea to provide flasks or bottles of water.

Think about all aspects of your service and the local area and consider them from a Chinese perspective. Perhaps you can provide information that is specially tailored to the needs of Chinese visitors?

Useful information

VisitBritain can help you to promote your business overseas and domestically. See www.visitbritain.org.uk/ukindustry for more details and for information on the China Market and Trade Profile, International Market Research, and the International Partnerships and Industry Relations departments.

www.ccontact.com Roy Graff, China Consulting on Tourism Action (CContact). Also offers translation and localising service as well as advice on adapting and promoting tourism products and services for the Chinese market.

Chinese language learning

www.bbc.co.uk/languages/chinese/real_chinese/index.shtml

The National Centre for Languages maintains a database of quality assured language trainers. The database is available to search on www.blis.org.uk/training_search.aspx. There is also a searchable database of all the language courses available in London on www.blis.co.uk.

www.china.org.cn for general information about China

www.chinabusinesssolutions.com for workshops and more detailed information about doing business with the Chinese

www.chinasnippets.com

www.chinesepod.com

If you'd like to serve Chinese Tea as part of your improved welcome for Chinese visitors then why not buy flower teas hand-fashioned by tea-makers of exceptional skill? For more details see www.chinasecret.co.uk.

➔ Russia

The Russian population is currently around 144 million. There is good growth in the Russian economy which is heavily dependent on oil and gas. Wealth is not evenly spread in Russia: unemployment is around 10% but at the same time there are estimated to be around 88000 US\$ millionaires. Russia ranks second after the USA on the number of billionaires in the country – an astounding figure considering that the Soviet Union was so recently a communist regime. Male life expectancy is surprisingly low – less than 60 years. Alcoholism and unsafe driving are blamed.

Russian visitors to London and the UK

In 2004 148,000 visitors came to the UK from Russia. This figure is set to grow considerably now that the visa application process is being simplified and flights into the UK are being increased. The majority (60%) of visitors are aged from 25 – 44 years. Over half of Russian visitors came here alone with many others travelling here with business colleagues.

At present the biggest proportion (37%) of Russian visitors comes to the UK for business, accounting for 40% of all spend. Many Russian visitors are status conscious and willing to pay high prices for services, so long as the services are of a sufficiently high standard.

As with any nationality, first time visitors are most likely to want to visit the most well-known attractions and areas. The

most popular time to visit is between July – September. Hotels and guesthouses are the most popular type of accommodation.

Russian perceptions of the UK

Many of Britain's visitors from Russia are the wealthy elite. Britain is perceived as a high status destination and visitors look forward to luxury breaks and high quality shopping as well as enjoying our culture and heritage. Russians are also some of the biggest users of hotel spa and sporting facilities.

Their perception is that Britain has an interesting and rich history as well as contemporary culture. They also have a very positive view of British people although we are also seen as more traditional than modern, and sometimes quite reserved although "gentlemanly".

Understanding Russian people & their culture

Apparently Churchill described Russia as a "riddle wrapped in a mystery inside an enigma". Now that Russians are able to travel more freely, it is hopefully easier to see them as not so different from ourselves.

Russians tend to be very cultured and enjoy intellectual conversation. Philosophy is a mandatory subject for anyone studying for a degree. They have a history of enjoying the theatre, opera, music and ballet so be ready to provide suitable information.

Russians are very proud of their country, with its rich history and strong cultural roots. If you want to impress them, you might like to learn a little more about some of their great composers, writers and artists.

Russians pride themselves on being survivors and their ability to endure hardship. They say that Westerners live to enjoy and Russians live to endure. One example that is sometimes given is the difference between a western Christian church and a Russian Orthodox church. Russian Orthodox church services usually mean standing for over an hour in a dark badly lit building, instead of sitting in a more comfortable western Christian church.

Russians are not all alcoholics but they do like to drink, and have developed an ability to absorb an unusually high amount of alcohol – it is said to be fairly normal to drink a bottle of vodka between three people. People who can drink without seeming to be drunk are well respected. Much business is done over a drink or two.

Everyone at the table waits until all glasses are full and then a toast is proposed. This could be anything from good health and good luck, to celebrating the weekend or a new purchase. Everyone chinks glasses and then finishes their glass. Not to do so would mean that you do not believe in the toast. Another toast will then be proposed shortly after.

Russian holidays

Until 1918 Russians had a different calendar with different

dates for some holidays such as the New Year. Since the introduction of the Gregorian calendar, many celebrate each event on two dates! The Old New Year is on the 13th January.

The biggest Russian holiday is New Year (1 January). During the Soviet time people were not allowed to celebrate Christmas (Russian Christmas is 7 January), and New Year was the most cheerful holiday.

Other key dates are:

- 23rd February – Men’s Day – traditionally the time when men were celebrated for defending their homeland.
- 8th March – Women’s Day
- 1 May – Labour Day and an important former Soviet occasion
- 12 June - Independence Day.
- 1 September - Day of Knowledge and the beginning of the new school year
- 7 November - Day of October revolution
- 12 December - Constitution Day (when the first Constitution of the Russian Federation was adopted in 1993)

Russians have also adopted other western holidays such as Christmas Day (as well as Orthodox Christmas Day) and Halloween.

Simple ways to make Russian visitors feel more welcome

First of all, don’t be put off if your Russian visitors appear very serious, perhaps even sombre. Russians don’t usually

smile at strangers – but if you smile first, they'll eventually smile back!

During the Soviet period having “good manners” was thought of as something left over from the more bourgeois era and frowned upon. This can mean that Russians seems overly direct and don't waste time on exchanging polite greetings. Expect some very firm handshakes!

Russians usually have three names. The first name is their given name and the last name is the father's family name (like our surname). The middle name is known as a patronymic and is a version of the father's first name. For men it usually ends with “vich” or “ovich” meaning ‘son of’ and for women a “a” or “ova” is added.

Many Russians see speaking and understanding English as a high-status activity. They often aspire to speak English but may not be able to do so. It's unlikely you'll be expected to speak Russian but managing a few phrases will always be seen as welcoming. Here are just a few:

Hello	Dohbriy 'den
Welcome	Da'broh pa'zhahlavat
I don't speak Russian	ya nye gava'ryu pa 'ruhski
Please	pozhalusta
Thank you!	spa'seebah
Yes	Da
No	Nyet
Goodbye	Da svi dahnya
How are you	Kak vee pozhivaete
Well	Kho rosho

See the end of this section for details of Russian teachers and where to find suitable courses.

Russian tourists are often information-hungry. They appreciate it if you can provide detailed explanations, suggestions and recommendations, perhaps even translated into Russian. They are generally well-read and fond of British literature so enjoy knowing about places linked to our literary heritage.

They will appreciate access to Russian-speaking guides. You can find Russian guides through the Institute of Tourist Guiding.

Russians are very superstitious. Here are just some of their beliefs:

- It is bad luck to shake hands across a threshold area – you need to go right inside the room.
- If a black cat crosses your path it is bad luck.
- If you whistle inside, you will whistle away all your money.
- If you forget something and have to go back home, you must always look in the mirror before leaving again or you'll have bad luck. The famous Russian poet omitted to do this and was later shot.
- If you have flowers on a table or in a hotel room, make sure there is an uneven number – even numbers are used for funerals.

The importance of the right gesture

It is considered rude to show the soles of your feet or shoes, for example by crossing your legs with one ankle over the other knee.

Putting your thumb between the first two fingers is a very rude gesture.

Men are expected to behave in a traditional manner towards women; carrying their bags, getting out a car first so they can open the door, offering their seat etc

Don't be offended when Russians "invade your personal space" – their need for personal space is often smaller than a typical (reserved) Brit.

Food & drink

Traditional English breakfasts are very much enjoyed by Russian visitors. You should also try to provide some fruit with this.

Russians prefer to eat a hot and substantial meal at lunchtime. Copious quantities are often demanded! Pub meals are also held in high regard so you could keep lists of pubs that serve good quality food in your area.

Useful information

VisitBritain can help you to promote your business overseas and domestically. See www.visitbritain.org.uk/ukindustry for more details and for information on the Russian Market and Trade Profile, International Market Research, and the International Partnerships and Industry Relations departments.

The Institute of Tourist Guiding maintains a comprehensive list of registered and qualified tourist guides, including those who speak Russian. www.itg.org.uk.

Embassy of the Russian Federation in Great Britain
www.great-britain.mid.ru

english.pravda.ru

www.russia.com/culture

Maria Kukhareva is a Russian teacher and translator based in London. If you would like to find more group or individual Russian lessons please contact Maria on 07841 804965 or via email mcordwell@mail.ru.

The National Centre for Languages maintains a database of quality assured language trainers. The database is available to search on www.blis.org.uk/training_search.aspx. There is also a searchable database of all the language courses available in London - www.blis.co.uk

➔ India

India is an enormous country, with a huge population and very diverse mixture of races. Whilst this brief introduction seeks to make it easier to welcome Indian visitors, it is important to remember that people will behave differently and have different expectations according to their education background, class and religion.

India's current population is estimated to be around 1.06 billion, forecast to grow by 10% each year. Its economy is growing by around 7% and is becoming an increasingly important economic power.

By 2040 India will have the 3rd largest economy in the world, in terms of GDP. With more and more British companies investing in India and outsourcing work there, there is ever stronger interest in visiting Britain. One in four visits to Britain are business-related, accounting for spend of more than £1200 per visit.

The Indian middle class is already as big as the whole US population. This middle class has increased interest in both learning English and travelling internationally. It's time to dispel all perceptions of Indians as being poor. Indian visitors spend twice the world average when they come to Britain. There is very strong interest in luxury brands.

In 2000 India's religious make-up was: Hindu - 81.3%, Muslim - 12%, Christian - 2.3%, Sikh - 1.9%, and other groups including Buddhist, Jain, Parsi - 2.5%. You can find out more about Hinduism, Islam, Buddhism, and Sikhism in other

sections of the www.multicultural.co.uk website or handbook. It is important to be aware of visitors' religious background.

National Symbols of India

Indians are proud of their national symbols. You might like to consider including some of India's national symbols in some of your material, perhaps in a welcome note.

India's national animal is a tiger. The national bird is the peacock, their national flower, the lotus and the national tree is the banyan and the mango is the national fruit.

Communicating with Indian visitors

India has 17 major languages and over 800 different dialects. Hindi is the national language and English is widely used and learnt, especially for official communications.

Indians are always conscious of social order and their status. They tend to define themselves by group rather than as individuals. For example, they might describe themselves as coming from a particular area, belonging to a specific industry or profession. Their family, religion and social status are important.

Titles such as Doctor and Engineer are revered, so if you know that someone has a professional title, do make sure you use it. If they don't have one or you don't know it, try to use "Sir" or Madam" and don't use someone's first name without being invited to do so.

Many Indians greet each other using the “namaste” a Hindu-based custom of bringing the palms together at chest height with a slight bow of the head. When greeting people make sure you greet the eldest or most senior person first, but when you are saying goodbye, do so to each person individually.

Indians often indulge in several minutes of polite conversation before getting down to business. Front line staff are more likely to impress and create a favourable impression if they can take some time to talk to guests and find out more about them. If you visited India it is likely you would be asked copious questions such as “How do you like India?”

Indians are used to asking very direct questions of each other that they see as a sign of interest whereas reserved British people might see this as “nosiness”! You might need to warn staff that Indians with a less than perfect mastery of English might sound ruder and more direct than they intend.

The Indian middle class are very keen on sports. Providing some information on the latest scores or acknowledging the prowess of Indian cricket players will stand you in good stead.

In India, saying “no” sounds very harsh and impolite so it’s often avoided. If an Indian guest asks you to do something that is not possible, it’s better to say, “I’ll try” rather than an outright “no”.

Indian naming conventions

India names do not always follow the same pattern or logic. In the UK we are used to everyone having a first name and

surname. In India names vary based upon religion, social class, and region of India. Birth names may be different from official names. Some Indians use their occupation, caste or even ancestral village name as a sort of surname.

The following information is necessarily brief but probably sufficient to highlight how complex naming can be! At the end of this section we give a link for more detailed information.

Not everyone has a surname. In the north of India, many people have both a given name and a surname but in the south surnames are less common. In this case people often put the initial of their father's name in front of their own name.

Men often use "son of + father's name" as their formal title. Women use "daughter of _ father's name". When they marry, women use their first name together with their husband's first name.

Instead of having surnames, many Muslims add their father's name to their own together with the word "bin", effectively meaning "son of" as in Abdullah bin Ahmed – Abdullah, son of Ahmed. Women would use "binti" instead of "bin". Arab sounding names tend to be Muslims.

All Sikhs use the name Singh in some form, although it cannot be assumed that all Singh's are definitely Sikhs. The name Singh can be used as a surname or middle name.

The importance of the right gesture

Gestures can easily be misinterpreted because they have different meanings in India and the UK. For example, Indians often move their head from side to side to mean “yes” whereas we might do a similar thing to mean “no”.

We often beckon someone with the palm up and wagging a finger – this can be seen as an insult, just as standing with your hands on your hips is considered a sign of anger.

It is very important to avoid using your left hand when interacting with others. This is because in India the left hand is used for cleaning oneself so has negative associations. You should always give and receive anything with your right hand.

Shoes, and sometimes feet, also have unclean connotations. If Indians accidentally touch each others' feet they always apologise.

The head is thought of as the place where the soul resides so even patting a child's head is seen as disrespectful.

It is very common to give gifts, often in the belief that doing so eases transition into the next life. The value of the gift is not necessarily as important as the thought behind it. Once again, you will need to consider religious backgrounds. Hindus would be offended if you offered any leather products (or used them in room décor) and Muslims should not be given any alcoholic products.

Colours have more significance in India than they do in the UK. White flowers for example signify funerals but red, yellow and green are happy, lucky colours.

Food

Catering for Indian dietary requirements is key. It is important to be aware of Indian's religious background in order to avoid serving forbidden foods. For example, Hindus do not eat beef and Muslims do not eat pork. Sikhs do not eat beef. For this reason, lamb, chicken and fish are most commonly served meals for non-vegetarians. Remember that some Hindus will be vegetarians as will those from other religions. Take a look at the other sections on Faiths for more information on dietary requirements.

In Britain we have become used to eating so-called "Indian" food but much of this such as Chicken Tikka Masala has been developed to cater for British palates. Many of our so called Indian restaurants are actually run by Bangladeshis and Pakistanis. Indians will appreciate information about some of London's better Indian restaurants, such as Sarkhels and Quilon.

It is customary in India to politely turn down the first offer of tea, coffee, or snacks and only to accept after repeated offers.

Washing your hands before and after a meal is important. If you are serving food, it is a good idea to provide hot cloths before and after meals for guests to wash their hands.

Useful information

VisitBritain can help you to promote your business overseas and domestically. See www.visitbritain.org.uk/ukindustry for more details and for information on the emerging and fast growing Indian Market and Trade Profile, International Market Research, and the International Partnerships and Industry Relations departments.

Guide to Ethnic London – Ian McAuley, Immel Publishing

Wikipedia has an excellent and detailed description of Indian naming conventions on their website - en.wikipedia.org/wiki/Indian_family_name

Indian High Commission - www.hcilondon.net

www.heritageinindia.com

5 Communicating with and promoting to ethnic minority markets

Marketing to and communicating with ethnic minority communities does not mean reinventing the wheel. The basic principals of marketing apply as much as to any market. It is however essential to be sensitive to the attitudes, beliefs and behaviours of each community.

It is also important to recognise that ethnic minorities are not homogeneous. As with any market segment, we need to think about individuals and human beings, not pure labels and to recognise the diversity within each market. For example, the Black community can be broadly divided into African and Caribbean. Further segmentation might also be necessary, dividing into groups of those born abroad and those born in the UK. There are also generational differences as well as differences in interests, motivations, lifestyle and aspirations...

If you employ an ethnically diverse workforce, they may be able to help you evaluate the materials you are proposing to use, especially to avoid stereotypes.

Although we have tried to emphasis that each ethnic or faith community is different, it is worth bearing in mind these generalistions:

- Many people from ethnic minority backgrounds believe they are of equal value to other groups but are ignored or undervalued by society at large

- Many people do not believe they see images of themselves that are balanced and truly representative of their diversity or values
- People from ethnic minority backgrounds seek recognition and respect like all others in society.

In addition to targeting BMEs through their particular interests and some mainstream media, it is definitely worthwhile considering the wide range of ethnic media which is now available. Ethnic media has grown rapidly over the last two decades. Consumption of mainstream media is low due to lack of relevant programming/language barriers. This is one of the reasons it is important to ensure more positive and relevant representation of ethnic people in mainstream media, especially Asians who are currently under-represented.

Ethnic communities pay £120 million in license fees to the BBC, but many consider they get very little in return. This is one reason for the explosion of ethnic television channels and one reason for the development of new BBC channels such as BBC Asian Network.

Radio

Radio is an important and indispensable source of news, rivalling press and TV (ITC research 2000). There are many dedicated radio stations in areas where there are higher concentrations of BMEs. Most Asian-populated cities and areas have their own radio stations with high listener numbers. Average listenership hours on Sunrise and Sabres are higher

than mainstream radio stations (Rajar).

Station	Share of Listeners (%)	Average Listener (Hrs)
BBC Asian Network	1.5	10.6
Choice	1.7	6.2
Sabras	7.3	16.7
Sunrise In	1.4	8.3
Virgin	2.4	5.1
Classic	4.9	7.7

Source Rajar Jun 02

Television

Television has seen by far the fastest growth in the past 6 years. The digital revolution has led to the rise in new television stations focusing on specific ethnic groups. Television offers national coverage, often with very strong viewing patterns amongst Asians, Arabs, Chinese and other ethnic groups. For example the ZEE audience share is equal to that of SKY 2. The lack of relevant programmes on mainstream channels has driven BMEs to subscribe to more than one channel so there are plenty of new communication methods, often much cheaper and more focused than traditional television advertising channels. The newer channels have a young and vibrant image catering to the taste of young British Asians.

Cinema

Cinema is very popular and advertising can represent excellent value for money. Asians are five times more likely to go to the cinema than whites. Asian and Chinese cinemas have seen a tremendous revival through youth audiences.

Outdoor posters

It is worthwhile considering advertising on outdoor posters which can also be good value for money, if you choose sites carefully. This obviously requires detailed knowledge of the ethnic geographical distribution. Ethnic language posters are extremely striking and highly memorable.

Events & festivals

Festivals are very popular with BMEs, offering social opportunities and chances to maintain their traditional customs. There are certainly many events to choose from such as Diwali (festival of lights), Eid (Muslim festival following Ramadan), Baishakhi (harvest festival), and events which have become more mainstream such as the Notting Hill Carnival. These are all ideal opportunities to promote to BMEs directly, either through local advertising, outdoor poster sites, sponsorship of particular events or ethnic media.

The internet

The internet is an increasingly popular medium with 2nd and 3rd generation BMEs so is another very targeted advertising medium. You can choose to target specific ethnic groups through portal sites, or sites focusing on a particular interest such as Bollywood film sites.

Points to remember when targeting BMEs

- Tokenism is patronising and offensive, leading to a potentially negative response rather than even a neutral one. Religious or cultural symbols need to be used with caution.
- It is worthwhile considering getting promotional material translated into different community languages but not essential for every market – you need to research this before making expensive commitments. Literally translated mainstream messages are not the ideal solution. It is far better to work on a promotional message which is developed for a particular target group than to simply translate generic campaign messages.
- As with any other large market, segmentation is vital. People vary in their needs, desires and disposable income, not just according to the “usual” criteria such as life stage, lifestyle, age, background etc but also according to their ethnicity and whether they are 1st, 2nd, 3rd or 4th generation immigrants. The varying mixes of cultures also have an impact.

- Don't be scared of using the wrong "terminology" or making mistakes – an open attitude is more important than using exactly the right term and avoiding the issue.
- Remember the power of aspiration in your marketing – enterprise and entrepreneurial spirit are strong in many BMEs who want to have the same products and services as everyone else.
- Consider some of the positive differences between different communities and what it means in promotional terms. For example, some cultures have much stronger family ties so it might be more appropriate to promote opportunities for family gatherings rather than for couples.
- Most tourism organisations would shy away from using radio or television advertising because it is so expensive – but ethnic radio and television stations can offer much better value for money. Consider also using cinema advertisements in some markets.

6 Useful organisations & web sites

Asian portal - www.clickwalla.com

Baha'i Community of the UK - www.bahai.org.uk

Black Community - www.blackukonline.com

Black Community - www.everygeneration.co.uk

Black Londoners Forum - www.blacklondon.org.uk

Board of Deputies of British Jews - www.bod.org.uk

British African & Caribbean community -
www.BlackBritain.co.uk

British Chinese Community - www.dimsum.co.uk

China Town Chinese - www.chinatownchinese.com

Commission for Racial Equality (CRE) - www.cre.gov.uk

Confederation of Indian Organisations - www.cio.org.uk

Hindunet - www.hindunet.org

Jewish site - www.totallyjewish.com

London Chinese Network - www.chinese-network.net

London Development Agency - www.lda.gov.uk - includes a section on diversity and support available

Mayor of London and Greater London Authority - www.london.gov.uk - includes sections on diversity and support available

Muslim Council of Britain - www.mcb.org.uk

Muslim prayer times for any major UK city - www.salahtimes.com

National Council of Hindu Temples - www.theredirectory.org.uk/orgs/ncht.htm

Network of Buddhist Organisations - www.nbo.org.uk

Network of Sikh Organisations UK - www.theredirectory.org.uk/orgs/snetwork.html

Refuge Stories - www.refugeestories.org - stories of over 150 people who came to London as refugees over the last 50 years

Sikhworld - www.sikhworld.co.uk

Something Jewish - www.somethingjewish.co.uk

South Asian shopping and lifestyle site - www.RedHotCurry.com

The Consortium of Bengali Associations - www.cba-uk.org.uk

Think London - www.thinklondon.com - descriptions of London's communities (some of the descriptions and guides are still being written within the Why London/Communities section)

UK Pakistan Cultural Foundation - Tel: 0800 028 9194

If you have any additional sites or organisations you would like us to list, please contact susan@tourismnetwork.org and we will add them to the website www.multicultural.co.uk

7 Translators and interpreters

Over 300 languages are spoken in London so it's highly likely that you will need to have documents or presentations translated in order to reach a wider audience. The key difference between translators and interpreters is that translators translate the written word and interpreters verbally translate spoken words.

Don't forget that in addition to translating information, you might need to offer explanations and adapt your material and information to make it more culturally appropriate.

To avoid misunderstandings and guarantee a quality product it is important to use a trained and qualified translator or interpreter who is working into their mother tongue.

Costings for translations are approximately £180 - £220 per 1000 words. Interpreting services are around £60 - £70 per hour. Please note that this list does not constitute a recommendation.

Andiamo!

Swan Yard
Cirencester
GL7 2NH
Tel: 01285 659100
www.andiamo.co.uk

Biznet Services

63 Abingdon Villas
London W8 6XA

Tel: 020 7565 0909
www.biznetserv.com

Language to Language

251 Ofmaston Road
Derby DE23 8LD
Tel: 01332 202101
www.lang2lang.uk

Language Line

Swallow House, 11-21 Northdown Street
London N1 9BN
Tel: 0800 169 2879
www.language-line.co.uk

Newham Language Shop

32 - 36 Romford Road , Stratford
London E15 4BZ
Tel: 020 8430 3040
www.newham.gov.uk/languageshop

World Accent (Translation)

30 - 31 Great Sutton Street
London EC1V 0NA
Tel: 020 7865 8319
www.worldaccent.net

8 Key festivals and events 2007

Please note that at the time of going to press not all dates were confirmed and that some dates are subject to change. The following list is intended as a guide only.

Date	Community	Festival
01 Jan	UK	New Year's Day
05 Jan	Sikh	Guru Gobind Singh Ji: Birthday
06 Jan	Christian	Epiphany
14 Jan	Hindu	Makara Sankranti
15 Jan	Sikh	Maghi
20 Jan	Muslim	Al Hijra
23 Jan	Hindu/Punjabi	Vasanta Panchami
26 Jan	Buddhist: Mahayana	Bodhi Day
29 Jan	Muslim	Ashura
03 Feb	Jewish	Tu B'Shevat
15 Feb	Buddhist: Japanese	Nirvana Day
16 Feb	Hindu	Maha Shivaratri
18 Feb	Chinese	Chinese New Year/Yuan Tan
01 Mar	Jewish	Ta'anit of Esther
03 Mar	Hindu	Holi
04 Mar	Jewish	Purim

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04 Mar	Sikh	Hola Mohalla
05 Mar	Chinese	Lantern Festival/Yuen Siu/ Teng Chien
14 Mar	Sikh	Guru Har Rai Ji: Guru-Gaddi Day
19 Mar	Hindu	Varsha Pratipada
26 Mar	Buddhist: Mahayana	Nirvana Day
30 Mar	Muslim	Milad al Nabi
02 Apr	Hindu	Hanuman Jayanti
02 Apr	Jewish	Fast of the Firstborn
03 Apr	Jewish	Pesach: First Day
06 Apr	Christian	Good Friday
08 Apr	Christian	Easter Day
09 Apr	English/Irish/Welsh	Easter Monday
14 Apr	Sikh	Baisakhi
15 Apr	Jewish	Yom Ha'Shoah
16 Apr	Sikh	Guru Amar Das Ji: Guru-Gaddi Day
22 Apr	Jewish	Yom Ha'Zikharon
23 Apr	Jewish	Yom Ha'atzmaut
30 Apr	Hindu	Narasimha Jayanti
02 May	Buddhist	Wesak
02 May	Sikh	Guru Arjan Dev Ji: Birthday
06 May	Jewish	Lag B'Omer

16 May	Jewish	Yom Yerushalayim
17 May	Hindu	Adhik Maas: First Day
23 May	Jewish	Shavuot: First Day
23 May	Sikh	Guru Amar Das Ji: Birthday
16 Jun	Sikh	Guru Arjan Dev Ji: Martyrdom
03 Jul	Jewish	Shivah Asar B'Tammuz
05 Jul	Sikh	Miri-Piri Day
16 Jul	Hindu	Ratha Yatra
23 Jul	Rastafarian	Haile Selassie 1: Birthday
23 Jul	Sikh	Guru Har Krishan Ji: Birthday
24 Jul	Jewish	Tisha B'Av
30 Jul	Buddhist: Theravada	Asala
31 Jul	Buddhist	Khao Phansa
09 Aug	Muslim	Lailat ul Isra wal Mi'raj
26 Aug	Muslim	Lailat ul Bara'h
28 Aug	Hindu	Shavanni Purnima
28 Aug	Hindu/Sikh	Raksha Bandhana
01 Sep	Sikh	Guru Granth Sahib Ji: Inst in Golden Temple
04 Sep	Hindu	Janmashtami: First Day
12 Sep	Muslim	Ramadan: First Day
13 Sep	Jewish	Rosh Hashanah: First Day
15 Sep	Hindu	Ganesh Chaturthi
16 Sep	Jewish	Tzom Gedaliah

16 Sep	Sikh	Guru Amar Das Ji: Death
16 Sep	Sikh	Guru Arjan Dev Ji: Guru Gaddi Day
16 Sep	Sikh	Guru Ram Das Ji: Guru-Gaddi Day
18 Sep	Sikh	Guru Angad Dev Ji: Guru-Gaddi Day
22 Sep	Jewish	Yom Kippur
27 Sep	Jewish	Succoth: First day
03 Oct	Jewish	Hoshana Rabba
04 Oct	Jewish	Shemini Atzeret
05 Oct	Jewish	Simchat Torah
07 Oct	Muslim	Lailat ul Qadar
09 Oct	Sikh	Guru Ram Das Ji: Birthday
12 Oct	Hindu	Navratri/Durga Puja: First day
12 Oct	Muslim	Eid ul Fitr
20 Oct	Sikh	Guru Granth Sahib Ji: Guru Gaddi day
21 Oct	Hindu	Dussehra/Vijaya Dassami
26 Oct	Buddhist	Boun Ok Phansa
29 Oct	Hindu	Karva Chauth
07 Nov	Hindu	Dhana Trayodashi
08 Nov	Hindu	Narak Chaturdashi
09 Nov	Hindu	Diwali

09 Nov	Sikh	Bandi Chhor Divas
10 Nov	Hindu	Bhatri Dwitiya/Bhai Brij
10 Nov	Hindu	Nava Varasha
24 Nov	Sikh	Guru Tegh Bahadur Ji : Martyrdom
24 Nov	Sikh	Guru Nanak Dev Ji : Birthday
05 Dec	Jewish	Chanukah: First day
19 Dec	Jewish	Asara B'Tevet
19 Dec	Muslim	Eid ul Adha
20 Dec	Hindu	Gita Jayanti
21 Dec	Sikh	Elder Sons: Martyrdom
25 Dec	Christian	Christmas Day
26 Dec	Sikh	Younger sons: Martyrdom

9 Multicultural London

Around one in three of all Londoners belong to an ethnic minority group.

The capital is home to resident communities from over 90 countries. Visitors come literally from all over the world.

London welcomes people of every major faith and is home to 40 Hindu temples, at least 25 Sikh temples, and about 150 mosques.

The 2001 census contained an optional religious question for the first time. A total of 621,366 people (8.7%) did not answer it. This was the third most popular choice, after Christian (58.2%) and No Religion (15.8%).

At the last census, England as a whole was 87% White British, while London was 59.8%. 3.2% of Londoners consider themselves to be of mixed race.

Tower Hamlets has the highest proportion of Muslim residents of any local authority in the country, but even there it remains smaller than the Christian population.

One in two Black and Asian Britons are under 25. 41% of Bangladeshis are under the age of 16. The average age of members of the UK minority ethnic population is 27.

Over the last 200 years various groups of immigrants have arrived in Britain. In the 19th century Jewish people fled from persecution in Russia and Poland. Irish settlers tried to escape

poverty. In 1948 the Windrush brought around 500 Jamaicans to the UK, followed by many more particularly as Caribbeans were encouraged to come to the UK to help rebuild post-war Britain. Indian, Pakistani and Bangladeshi settlers came in the 1950s and 1960s, followed by people from Vietnam and East African Asians in the 1970s. In the 1980s refugees arrived from Eastern Europe.

Sources: ThinkLondon, VisitLondon, Greater London Authority, Census data, London Development Agency, Foreign and Commonwealth Office.

Within the www.multicultural.co.uk website you will find a link to The Guardian's extensive map and key showing where people from different ethnic backgrounds have settled in London.

10 Ethnic Minority Media

In the last few years there has been a proliferation of media targeting people from ethnic minority communities. Some of them focus on specific aspects of life whereas others target different generations.

You can download our ethnic minority media list by going to the website www.multicultural.co.uk/useful.htm. Please do be aware that media appear and disappear frequently so there may be numerous changes to this list.

There are also numerous television and radio stations. Whereas mainstream television or radio advertising might normally be prohibitively expensive, rates are often more reasonable for the following media which might target exactly the audience you are seeking.

Ethnic minority media - television

Zee TV - general entertainment for all Asian Communities
www.zetelevision.com

Zee Cinema - cinema channel
www.zetelevision.com/newzee/zeecinema-home.htm

Zee Music - music channel
www.zetelevision.com/newzee/zee-music.htm

Alpha Punjabi - general entertainment channel broadcasting

to the Punjabi community (owned by Zee TV)

Sony Entertainment Television Asia - general entertainment for all Asian communities www.setindia.com

B4U (Bollywood 4 U) - Bollywood film channel www.b4u.com

B4U Music - music channel (owned by B4U) www.b4utv.com

Star Plus - general entertainment for all Asian communities www.starplus.indya.com

Star News - 24-hour Indian news channel www.dailystarnews.com

ARY Digital - general entertainment channel for Pakistani community www.arydigital.tv

Prime TV - general entertainment channel for Pakistani community www.primetv.co.nz

Ekushey TV - general entertainment channel for Bangladeshi community www.etvworld.co.uk

Bangla TV - general entertainment channel for Bangladeshi community www.banglatv.com

CiTV - general entertainment channel for Bangladeshi community www.citv.co.uk

South For You - general entertainment channel for Tamil community

Sirasa TV - general entertainment channel for Tamil community www.sirasa.com

Ethnic minority media - radio

Sunrise Radio, London
www.sunriseradio.com

Club Asia, London
www.clubasiaonline.com

Radio XL, Birmingham
www.radioxl.net

Sabras Sound, Leicester
www.touchleicester.com

Asian Sound, Manchester
www.manchester.com/java/localnews/tvradio/asiansound

Sunrise Radio, West Yorkshire
www.sunriseradio.com

BBC Asian Network
www.bbc.co.uk/asiannetwork

Yaar FM
www.yaarradio.com

Punjab Radio
www.panjaradio.co.uk

Asian Gold

www.asiangoldradio.co.uk

Apna Radio

www.apnaradio.com



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