



Chinese and western cultural conflicts and strategies from the perspective of business banquet

Han Xiao

Guang Dong Polytechnic College, Zhaoqing, China

Abstract

Chinese culture is a profound culture system with a long history. In today's multicultural society, foreign cultures are emerging, and China, as always, opens up an inclusive mind to live in harmony with other cultures. International business banquets are just like that, because people from different countries eat together and do business together. Business partners eat dinners together in order to foster the successful business transactions, which is called business banquet. Moreover, holding a banquet can easily enhance the feelings of both sides, its social function should not be underestimated. After all, different countries have different customs, and a careless will cause a cross-cultural disaster. The paper mainly takes the business etiquette and the social custom theory in the cross-cultural communication as the guidance, and discusses the essential banquet culture in the business intercourse. In addition, this article analyzes historical origin, development, and the types of banquets between the Chinese and Western, and further point out conflicts and misunderstandings between both parties in seating, tableware, food and etiquette. Finally, relevant method and strategies are put forward. From the perspective of Chinese and Western banquet culture, the author explores the differences and conflicts between them. On the one hand, it is aimed to decrease and further avoid cultural clash. On the other hand, it is hoped to foster successful business transactions.

Keywords: Chinese and western culture, business banquet, conflicts, conflicts, countermeasures

1. Introduction

Nowadays, the global economic integration leads to the fierce competition in commercial society. If you want to be superior to others, you need to have effective communication and interpersonal relationships in addition to your excel ability. Appropriate use of business etiquette can regulate our daily business behavior. As a necessary way of business communication between Chinese and Western, banquets play a vital role in the success of the transaction. The banquet activities in modern society are not only a pastime, but also a good way to deepen friendship, eliminate contradictions and reach a deal. What's more, even in the context of different cultural backgrounds, in order to prevent cultural conflicts caused by embarrassing scenes, business man must know the skills and rules, so that both sides get along harmoniously, and finally foster the successful transactions.

Although people attach great importance to feasting, there are few achievements in this area. Most of the research works of Chinese and foreign scholars are on the study of food itself, the selection of ingredients or cooking techniques. Despite the study of Chinese and Western food culture has been more and more in recent years, the study on the banquet custom is still deficient. Since the existing research data is not rich, it is more important to study the cultural conflicts between Chinese and Western business banquet etiquette.

With the deepening of economic globalization, business cooperation between the world has become increasingly close. Westerners pay attention to science and logic, as well as diet research. From the very beginning Eidelman Mecler explored the development of feast in the book *"The History of the Banquet"*, but also focused on the evolution of the European table and its function (Bennett, 2011). From the feast of ancient Greece, to ancient Rome, and then to the

Middle Ages, from the perspective of the feast, the author showed that it contributed to the progress of human civilization. Then, Hirschfeld (1994)^[8] described the ape-man food, the ancient Greek and Roman food, the European medieval and modern early food until the emergence of quasi-genetic food and the return of "binge eating tide". The book also told about the story of mankind from the rough and jumbled food to the highly developed diet culture, which also involved the history of the European banquet and its form. Moreover, along with the increasing number of international trade, Brennan (1988)^[3] aimed to improve human interpersonal communication ability and cross-cultural communication ability, and described the unique relationship between culture and communication, especially the exchange of ideas, feelings and information among people from different cultural backgrounds. This book also had research on the impact of culture on context in a business circumstance.

When China entered into the reform and opening-up stage, with the change of thought, the research on diet tended to be diversified, and the study on the custom of banquet also started from then on. At the beginning, Jia Yuxin (1997)^[10] took Ancient Feast Etiquette as the center. According to the order of time, from the feast itself, entertainment, seating arrangements and other aspects, the book described the ancient feast etiquette development overview. *"Western diet culture"* is a book written by Chinese people who studied western food. The book was characterized by the introduction of Western food culture, and the details of the Western banquet catering environmental art and the history of Western scientific diet. Afterwards, Hu Wenzhong (1999)^[7] was from the perspective of Western rituals to study the various aspects of Western social life etiquette, which also included banquet diet and Western dietary taboo behavior. This book combined theory with practice, both academic

research and business use. And then described the etiquette that should be paid attention to in the modern society, such as social banquets and business dinners. From the banquet requirements, banquet clothing, conversation, to the Western food eating method and the proper use of tableware all had the very detailed introduction. This book was very conducive to the study of banquet behavior in modern business activities. With the advent of the Internet era, the keynote speaker Wu Fengzhen (2003) ^[14] detailed the introduction of banquet skills and etiquette rules, and targeted to answer the problems encountered. Finally, Li Shihua (2015) ^[9] introduced all walks of life, all kinds of status, the common sense and taboo in various occasions of the banquet. It was useful for inviter to plan an excellent banquet, while improving the ability to cope with the crisis of various scenes. This was a very practical guide book and food etiquette standard tutorial.

2. Introduction to Business Banquet Etiquette

We often hear business banquets etiquette in our daily life, do you know what it means? Besides, how much do we know about the historical origins and developments of the banquet custom in China and the West? In fact, after thousands of years of banquet culture, it is now a wide variety and powerful social etiquette.

2.1 Definition of Business Banquet Etiquette

Business banquet etiquette is a catering party for the needs of social etiquette, and a form of social and diet combination. Business banquets are held by business men to cooperate and negotiate with customers (Brian, 2013) ^[4]. Through the banquet, people can not only enjoy the enjoyment of dietetic art, but also can promote interpersonal communication. Its purpose is to express welcome, thanks, congratulations, festival and other catering activities to promote friendship and harmony atmosphere. The business banquet is the most common form of activity in international intercourse, and it has the characteristics of clustering, sociability and normality.

2.2 The Origin and Development of Chinese and Western Banquet

“The History of the Former Han Dynasty” records: “Ritual offerings emperor Jiuding(nine tripod).” It can be seen that the activity of banquet began in the pre-Qin period. But the tripod was a symbol of the slave and aristocracy groups used to worship the gods. To the beginning of the Western Han Dynasty, Liu Bei had just ascended to the emperor, but he did not care about the etiquette of the banquet, every time the feast was very noisy. He was very dissatisfied with it, so he specifically taught ministers to study banquet etiquette, the party has had rules since then. The type of banquet in feudal period is rich and colorful, not only for worship and anniversary, but also for the celebration of traditional festivals, wedding, or birthday celebration and welcome foreign guests and so on (Chang 1977). Especially in the Tang Dynasty, with the prosperity of economy, banquet activities also entered into the flourishing stage. Li Bai in *Life's Journey Is Hard* wrote: “Good wine in a golden cup is priceless, delicious food in a jade dish cost ten thousand, no less.” It was a portrayal of the feast at that time, which can be said to be quite extravagant. From the palace, next to the common people, we all enjoy the process of watching the dance while eating, so the feast accompanied by dance also

appeared in this dynasty. Feasting activities in Song Dynasty further tended to be civilian, food varied and there would be night markets. In the Ming and Qing dynasties, the feast had infiltrated some political overtones, such as Man han quan banquet which was originally held dinner in officialdom amidst and han a feast sit together.

After the reform and opening-up, banquet customs had changed a lot. Then the development of socialist market economy constantly improved people's purchasing power and change people's consumption concept. At this time, people can choose to eat variety of food, tableware also has a great change. Today, under the guidance of economic globalization, transnational business banquets are also increasing. And influenced by Westerners, the healthy and scientific banquet concept of diet has gradually become the Chinese people's overall thinking. Eventually, they can be tasted the healthy food, but also can reach a deal and establish business relations.

The study found that as early as the ancient Egyptian period of the 30th century BC to the 20th century, the two river basins had been found some records of festivals and sacrificial feasts. At the time of the study, it was found that there was bread and wine on the table and there was a clear order of hierarchy. And in this period, Western people began to eat animal offal, such as the use of bovine liver as a treatment for night blindness, which reflects their early attention to the nutritional value of food.

The Western Ancient Egyptian period already had the sprout of feasting, but the real beginning was in the ancient Greece period. Because the legendary gods like to eat barbecue, so at that time the food of the sacrifice added barbecue. Not only that, they sang and prayed before they dined to show devotion to the gods. Because of the worship of gods at that time, the ritual of feasting had increased. For example, firstly, people have to wash their feet before they feast, and some nobles even have to bathe. Secondly, lying down to drink shows a graceful feeling. Finally, women were not allowed to attend the feast. In this period the variety of dishes is not much more than before, but people pay more attention to food nutrition.

Inherited the ancient Greek custom, the ancient Romans still leaned on the couch to dine. A slight difference was that women and children can eat with men. And at this time people paid more attention to communicative ability and dinner environment.

After the Middle Ages, the social communicative function of feasting was further promoted. However, because of the strict level of discipline, the gap between the rich and the poor gradually widened, so their cooking style was very different. Ordinary families generally use this healthy but insipid way of cooking. However, in order to show the style, the aristocracy often choose to fry the food into golden yellow to display noble, at the expense of destroying food nutrition. In response to such wasteful behavior, the state has enacted laws to stop it. At this time eat together has a kind of maintenance collective strength. Attending a banquet also means being accepted by this social group, and the result of shared meals is the strengthening of unity.

During the Renaissance, people washed their hands before and after meals and dressed in neat clothes. People began to use knife and fork and eat slowly. The overall feeling is not only clean and hygienic, but also very civilized. Unlike in the Middle Ages, it was just a luxury. And at this time, people pay more attention to the collocation of food, from

the food before the meal, the main meal to the dessert fruit after the meal have higher requirements.

With the development of the Industrial Revolution, the western banquets in modern times have developed rapidly. People not only pay attention to nutritional value, but also focus on artistic enjoyment. But then there was the phenomenon of "binge eating tide". From 1950 to 1960, pork consumption increased from 19 kilograms to almost 30 kilograms per person, and egg sales increased from 7.4 kg to 13.1 kg, while poultry sales doubled by 3 times. Along with "Binge eating tide", the banquet also appeared the high tide of smoking and drinking. Fortunately, consumers in the 70's crisis called for innovation in the fields of agriculture, nutrition and food, and the old idea of healthy eating way has been renewed. By the 80's, chain food stores have become more popular, which has contributed to the Western society's fast food culture.

Through the development of Chinese and Western banquet, it is not difficult to find that there are many similarities (Xu & Mei, 2014). They are all in the ritual activities began feasting activities, and each period of feasting dishes, beverages, etiquette and so on are constantly progress and norms. There are also differences between Chinese and Western banquet, reflected in China's cooking, vegetable varieties and banquet etiquette more than the West. But the West is more concerned with the health and nutrition of food than China, while the characteristics of the pursuit of individuality are more prominent.

2.3 The Category and Function of Chinese and Western Business Banquet

As we all know, there are many kinds of banquets, and their requirements are different. In order to make it easier for everyone to understand, the banquet will be divided into several categories clearly as follows.

(1) According to the specifications of the banquet, the following items are listed.

1. State Banquet: A formal banquet, especially one held by a head of state or government for a national celebration or visiting a foreign head of state or government, is the highest specifications in a banquet. In accordance with the regulations, the national flag shall be hoisted in the banquet hall of the state banquet, the organizer will arrange the orchestra to play the national anthem and the banquet music. During the banquet, both the host and the guest have a speech and toast.
 2. The state banquet has two characteristics. First, because pomp, appearance and attendance ceremony are highly valued, there are some provisions about the dress to be followed so as to show the grand event. Secondly, there are strict rules on the decoration of the banquet hall, the number of dishes, the variety and the etiquette of the service personnel.
 3. Formal Banquet: In addition to the differences in the national flag, the national anthem and the attendance specifications, the remaining arrangements are generally the same as the state banquet. Sometimes also arranges the orchestra to play the music, both sides are arranged the seat according to the status. Many countries are very fussy about formal banquets, the tableware, drinks, the number of dishes and food procedures are strictly defined.
- Informal banquet: Common lunch, dinner, and

sometimes breakfast. Its most characteristic is simple, flexible, does not arrange the seat, does not make the official speech, the food can also be abundant or frugal. Sometimes buffet form, free to take meals, can be free to act, more cordial and easy-going. It also refers to feast, It means to entertain guests at home. Westerners like to take this form as a gesture of kindness. Western dishes are often far less than the Chinese meal, but because the housewife cooks personally and the whole family entertain guests together, so it does not lose the cordial and friendly atmosphere.

(2) The form of banquet meals is divided into standing banquet and sitting banquet.

(3) By content and form can be divided into the following items.

1. Chinese Food Banquet: Use chopsticks and other traditional Chinese tableware, eat traditional Chinese dishes, adopt typical Chinese-style service banquet.
2. Western-style Food Banquet: Use of cutlery and other Western tableware, use of Western table, taste Western cuisine, according to Western etiquette services to serve the banquet, it embodies the "Western culture" mainly in the exotic culture (Bian & Gao 2004).
3. Buffet, Buffet-dinner: This kind of banquet form is characterized by not arranging seats, and dishes are mainly cold food, hot dishes are also available, together with tableware display on the table, for the guests to pick up. Guests can move freely and take food many times. The wine is displayed on the table and can also be served by the receptionist. The buffet will be held indoors or in the courtyard, where you may be seated freely or stand to eat. According to the identity of the host and the guest, the size of the reception is different. The time is usually from 12 noon to 2PM, from 5PM to 7PM. This form is often used in official formal events to entertain a large number of guests.
In our country, large-scale buffet receptions often use large round tables and arrange the seat. The seat of main table is arranged by their identity, and the remaining seats are not fixed. Food and beverages are placed on the table beforehand, guests can dine after the reception begins.
4. Cocktail Party: It is the usual reception around the world for large-scale events, such as celebrating various festivals, welcoming delegation visits and opening and closing ceremonies. Cocktail Party will be wine-oriented, with desserts, sausages and other small food. This form is lively and simple, without seating, then guests can walk and talk freely. In addition, the time of holding is more flexible, noon, afternoon and evening are available. So Guests come and go free and unfettered.
5. Tea Party: A more simple way of entertaining, generally held at 10 o'clock in the morning or 4 o'clock in the afternoon, usually in the living room, conference room and other places. Actually, the hall has a tea table, seats, and guests can be casually seated. If the event is held for a VIP, the organizer arranges for the main guests to sit with the owner and the others take their seats casually. The tea Party is mainly to entertain teas, so the choice of tea and tea sets is more exquisite, such as the general use of ceramic tea sets, no glass and thermos. Refreshments and local delicacies can be

prepared at the Tea Party, but they are easy to pick. Not only tea, you can also use coffee as the main drink.

(4) In accordance with the time, it can be divided into breakfast banquet, lunch banquet, dinner banquet.

(5) According to the catering categories of the banquet, it can be divided into Chinese banquet, Western banquet, banquet of the East and the West.

(6) According to the use of tableware, it is divided into separate dining, self-service, mixed meals.

From the above introduction of the main business banquet form, we are not difficult to find that China and Western countries are very attached to the banquet. The custom of these banquets can be inherited from ancient times, which shows that they play a very important role in the social interaction of human society.

The benefits of holding business banquets are reflected in two aspects. First, communicating with clients on the table not only deepens the emotion and strengthens the relationship, but also enhances the professional image, which represents the personal professionalism and represents company image. In the international situation, it also represents the image of the country, showing the spirit of the self and the corporate culture of the company. And laying a solid foundation for future business dealings (Beamer & Varner 2010). Second, learn to respect each other. In business contacts, mutual respect is the basis of mutual understanding, respect for each other's living habits, diet, cultural beliefs, religious practices and so on. Respecting for others is also respect for self. In a word, respect for each other, people can trust each other, learn from each other, mutual tolerance, and ultimately promote social and cultural development.

3. Conflict and Influences in Banquet Etiquette

China and the West are very different in many ways, let alone banquet etiquette. analyze the conflict and influence of Chinese and Western banquet etiquette can be analyzed from 4 aspects. Respectively, there are seats and sitting arrangements, tableware and use, food content and food variety, dining etiquette.

3.1 Seats and Sitting Arrangements Conflicts

In China, the traditional sitting method is sitting on the left side for the honorable, sitting on the right side of the secondary, sitting on the top for the noble, sitting in the bottom as the secondary, sitting in the middle for the noble, sitting beside for the secondary. First, please take the main guests to the table, and ask the elderly to be seated next to the guests. When you are seated, you should enter from the left of the chair. Don't move your chopsticks when you're seated. Don't make any noise. Don't get up and walk around. If you have anything to be said first to the host.

The most common table in China is round table and Old-fashioned square table. Round table is generally applicable to the traditional Chinese banquet, because the way of serving, round table can be better to take care of each person to the dishes. In general, seat of honour is on the front of the door, the main guest is on the right side of the inviter, while the deputy guest is on the left. Both sides are partial seat. Old-fashioned square table for eight people, if it is facing the gate, the main guest sits at right on the side of the door, if it is not facing the door, then the east side of the right seat for the chief.

If you are the master, you should arrive in advance, then wait in the door position and guide the guests into the seat. If you are an invitee, you should follow the host's seat arrangement.

Guest seating is based on the identity, status, and closeness. So as the owner, you need to be clear about the main task of the meal before arranging your seat. Take a moment to think about whether the party is for talking about business or contacting feelings. If it is the former, special attention should be paid to the proximity of the main negotiator's seat to facilitate the conversation. If it's the latter, just pay attention to basic etiquette and focus on the appreciation of the dishes.

But In the West, the right is noble and the left is secondary. In the center of the host and hostess, the position of the right hand is honorable, and the position near the master and hostess is honored; couples should not be adjacent to each other, men and women in turn, the host and accompanying guests should be adjacent to the guest; the interpreter can sit on the right side of the main guest, and on some large occasions, they will be arranged meals on the back of the host and the guest. The female guest's seat is slightly higher than the male one, and the man will open the chair for the female guest on his right to show respect for the lady.

Because the food is not very diverse, they often use a long table, and each person in front of the same dish. For a long table, there is a British-American sitting style, that is, host and hostess sitting at the end of the table. Or the French way of sitting, the master's position is in the middle and the host sits opposite the hostess. And both of them are the first seat on the right hand side of the male master for the first female guest, while the first seat on the left hand side for the second main guest for male. The first seat on the right-hand side of the hostess is the first male guest, and the first seat on the left is the female second main guest. And so on, men and women cross and sit, you can guarantee that the opposite side of the meal must be opposite sex, both sides are opposite sex.

3.2 Tableware and Use Conflicts

Due to the long-term influence of China farming culture, Chinese love peace and stable life, against aggression, and love to eat hot food, so we only can use chopsticks slow-heat tableware. And use chopsticks can be refined and cultured, rarely appear some indecent actions, the treatment of food is quite gentle. You must be sure to put your chopsticks neatly on the right side of your rice bowl before the meal. If you temporarily suspend your meal in a feast, you can put the chopsticks straight on the plate or spoon. If you put the chopsticks sideways on the plate, it means no more meals.

The most important Chinese tableware is chopsticks, in addition, there is a spoon, plate, cup, bowl and so on. Spoon is mainly used to drink soup, and sometimes can be used to take smaller dishes, such as peanuts or pine nuts, corn, etc. When taking food with a spoon, don't fill it up so that it doesn't spill over the table or your clothes. ②The plates used in Chinese cuisine are various, there is a larger plate is specially used for cold dishes; a fish plate with shape of slender and used to hold fish; a slightly smaller plate, a dish, usually placed on the left side of the bowl, is used to hold leftover bones and other residues. ③Cups of ceramic texture and glass texture, the former is mainly used to hold tea, the latter can be used for holding soda, juice and other

beverages.

However, Western countries, due to the influence of the hunting culture, love seeking to prevail over others and willing to take risks, love to eat meat, so you must use knives and fork or other more sharp tableware, as well as soup spoon, plate, cup and so on. Knife divided into fish knife, meat knife (serrated, for cutting steak, pork chops), butter knife, fruit knife; fork divided into fish fork, salad fork, lobster fork; spoon is divided into soup-spoon (the larger one, placed on the most right side, with the knife and put together), dessert spoon (the smaller one), teaspoon and so on; more types of cups, such as tea cups, coffee cups are porcelain, and with small dishes, cups. Wine glasses are made of glass and different wines, different cups. Public knives and forks are usually larger than their own knives and forks.

The correct way to use the tableware is: When cutting, take the fork in the left hand and the right hand with the knife, the tableware is used from the outside to the inside, and each tableware is used once. Usually use the right hand to get spoon and cup and put the food into your mouth with a fork, but don't pick up the plate to eat. When using knives and forks, knives are used to cut food. Forks are used to deliver food. When you have to stop for a while, the tableware should be put as "eight" shape and placed on the edge of the plate. At the end of the meal, the back of the fork upward, the blade to the inside, parallel to the dinner plate, indicating the end of the meal.

3.3 Food Content and Food Variety conflicts

China has been dominated by agricultural civilization since ancient times. In terms of diet, it is mainly based on grain crops, supplemented by vegetables and a small amount of meat. Therefore, vegetable dishes occupy a dominant position in the diet structure. According to botanists, the Chinese eat more than 600 kinds of vegetables, 6 times more than the West. Chinese people have a word called "Humanity's most fundamental relationship is with what we eat." Regard food as the first priority, so Chinese people pay attention to the dish's color, incense, taste, shape, meaning, and the more rich dishes, the more can embody the host's hospitality. At the banquet, we usually started with soup, followed by a staple food such as rice, and then a meal and wine. The last dish is fruit used to promote digestion.

On the contrary, Western diets are mostly meat and dairy products, such as beef, chicken, pork, lamb, fish and milk, cream, cheese and so on, vegetables and fruit, etc. as complementary food or ingredients. In Western countries the order of the first three dishes should be cold dish, soup, fish, the latter two dishes are the main course (meat or seafood plus vegetables), dessert or fruit, and finally coffee and snacks.

3.4 Dining Etiquette Conflict

The meal etiquette of Chinese food embodies a "Rang(let)" and "He(close)" spirit. "Rang(Let)" is comity, which is embodied in two aspects: First, in China, people like to sit together and eat together, share the dishes on a plate, so when the feast begins, all people will wait for the master, only when the owner asked everyone to start, that the party began, which mean "A guest should suit the convenience of the host." When the dishes are positioned on the table, usually the first to help themselves

should be the hosts or the elderly. The host always puts more food to the guest's plate or ask them to help themselves. In addition to that, the owner will occasionally ask the need of the guests, advised them to eat more and to drink more, must make guest feel at home. Second, Chinese people banquet, even if the delicious dishes filled with a table, the owner always used to say a few words, "please forgive my poor cooking", "please forgive me for ignoring you", "There's no good food for you today" or other formula. They think it is best to put the world's delicacies in front of the guests. "He (close)" is "harmonious" "Happy". Because In China, there are often many people around the table to eat and drink, while talking and laughing, together to create a lively and warm dining atmosphere.

In formal occasions, Chinese people are also very fastidious about eating, thus, some details still need to pay attention to: clip less food each time, don't make a sound when you eat, don't make noises when you drink soup, drink soup with a small mouth and sip. Also, should not put the bowl end to the mouth, if the soup is too hot, wait until it's cold, and don't drink while you're blowing. If there is food in the mouth, do not talk so as not to spray out, causing embarrassment.

But Western meal etiquette conveys a kind of "beauty" spirit. In the dining, Westerners like the elegant and quiet environment of the restaurant (Uta 2001). They are used to ordering separately and each man has his own plate, so there is not existed the problem of servicing the food with others chopsticks. Even if everyone eats the same dish, people will use the communal tableware to bring the dishes into their bowls. When participating a dinner in public places, they must pay attention to their own etiquette, which is most important, so during the whole process, people whisper between each other and haven't loud noise. Moreover, in the banquet, you not only must dress neatly, often request to put on the formal dress, but also request the sitting posture to be dignified. Also, you cannot make unpleasant noises while eating.

In Western countries, people have to respect individual rights and personal privacy, so they will not do anything demanding, You can eat whatever you want. They usually raise their glasses to give good wish, but they rarely persuade guests to drink in various ways. Therefore, people will not feel much psychological burden and pressure in such environment.

4. Countermeasures Against Cultural Conflicts

The above-mentioned cultural differences exist in many aspects in Chinese and Western business banquets, and a cultural clash is caused by the absence of attention (Stella 2001). In this case, guests is likely to cancel the order because of the bad reception. As a result, when dining with potential foreign customers, the preparation must be done and high priority must be given. Some suggestions for reference are listed below.

1. Establish Cultural difference Consciousness

Many cultural conflicts in business communication are not deliberately caused, but precisely because of lack of relevant knowledge of cultural differences. In today's cultural pluralism, we should not only understand the culture of our country, but also learn more about the history, politics and culture of the West. We should consciously establish understanding of the cultural awareness of partners, but also should take cultural

differences and conflicts in the work as an opportunity. Be patient and truly understand. Learn more, accumulate more, and you can avoid conflict.

2. Cross-cultural training

Through training, the trainees can deeply understand the objective differences between different cultures, and can solve problems proactively and consciously from the angle of cultural differences. Through training, the trainees can also better understand the development, change, advantages and disadvantages of their own culture and others culture, and can actively absorb the excellent culture to improve their own level. Training can also enable trainees to acquire different background knowledge, skills, to change attitudes and prejudices.

3. Focus on firsthand experience

Seize any opportunity to attend a business dinner, personally participate in understanding foreign culture. In the contact with foreign cultures, do not mix ethnic ideas and private interests, showing respect and tolerance for differences. Because only in the process of slowly breaking-in, can we find the best way to communicate between different countries.

4. Look for commonalities among different cultures

Although the cultures of different countries have great differences, but they are the same in some ways. In the case of a business banquet, both parties were invited to attend the banquet on the premise of establishing a business relationship. In other words, there is not a conflict in all aspects of the banquet, there will be similarities. We need to weigh the weight of each other and choose a way that satisfies both parties, and the banquet can be carried out smoothly and harmoniously.

5. Conclusion

Business banquets seem simple. They thought it is just a meal, but it is extremely complex. Such problem as how to invite, how to arrange seats, how to order, how to drink, how to communicate need to be considered. Therefore, the business banquet as an important PR activities need to be carefully prepared. We must take into account a variety of factors, such as the level of guests, customs, preferences and so on. Reasonable planning can make the banquet icing on the cake. If all aspects of business banquets are considered thoroughly, then you can go all the way and reach the original goal smoothly. So some people say that the important thing about a business dinner is not what you eat this meal, but what kind of food you will eat in the future.

All in all, in business banquets, collisions between different cultures often occurs, but harmonious coexistence, mutual benefit and win-win are the ultimate goal. Practice is the only criterion for testing truth. Pay time to read the relevant information, fully understand each other will not easily produce contradictions. Seize every opportunity of cross-cultural communication, and only through personal experience can we derive the truth. In total, the difference between Chinese and Western banquet culture has contributed to the diversity of the world culture and the inclusiveness of people from all over the world, and ultimately contribute to the healthy development of world civilization.

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