

Benefits of Multilingualism & Significance of Language Awareness

Diversity Hotel & Spa, London

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25/10/23

Introduction: A Need for Multilingualism

- According to (Goethals, 2016), language is a crucial consideration that guests identify while providing their reviews concerning their experience in hotels.
- Multilingualism is an aspect that hotel industries could expand into their global market and improve guests experience during their visits.
- Multilingualism provides opportunities for hotel staff to communicate with a diverse range of people including international and local tourists (Schneider, 2018).
- It ensures that cultural sensitivity is enhanced (Jafari & Way, 1994).

Significance of Language Awareness

- English language has globally been taken as a language that most individuals understand (Jaworski, et al., 2003).
- According to (Jaworski, et al., 2003), the use of other languages in exclusion of English has been limited over the years, and tourists often feel reduced to a status of fixed phrases, which affects their experiences as guests.
- The advancement of skills and knowledge of foreign languages impacts the communication with tourists from such countries as they experience their travels.
- An observation in UK hotel industry demonstrates that the integration of language awareness has been a gradual move (Leslie & Russell, 2006)

Benefits of Multilingualism

- Improvement of guest experience.
- Multilingual staff omits instances of frustration of the guests.
- It positively impacts the rating of hotels in online reviews.
- Encourage referrals due to enhanced market reach.
- Encourage diversity and demonstrates a multicultural embrace of the hotel which attracts diverse cultures to the hotel.

Online Review

- Multilingualism enhances the reviews offered by guests.
- The intercultural experience in language impact online reviews that customers give.
- For example, Goethals (2016), identified that Spanish-speaking tourists attach their experiences in hotel and tourism industry according to their language experiences. Therefore, if a Spanish-speaking guests came to the Diversity Hotel & Spa, London, an expectation that they would have a Spanish-speaking hotel guest would significantly impact their online reviews. This, Goethals (2016), notes that Spanish-speaking tourists are more expressive in their ethnolinguistic face.

Globalization

- In the modern society, growth in terms of international travel has increased and individuals explore the world which has impacted the hospitality sector.
- Inter-cultural aspects impact the experience of guests and through such, a need to encourage multilingualism and language awareness significantly impacts the hotel perception to the global world.
- According to (Mariani, et al., 2019), in a study done to elucidate the impact of intercultural communication in hotel industry in a global perspective, the results demonstrated the perception formulated by guests from the use of their domestic language to have a positive effect on their online reviews which represents the hotel positively.

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