Leadership and intercultural awareness for the Diversity Hotel & Spa chain based in France

Foreign Languages and Cultural Awareness BMIH5003

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Benefits of multilingualism and the importance of language awareness.

Multilingualism and cultural exchanges have the power to connect individuals and establish new connections between staff

Awareness of the principles behind language learning and use

Interactions between client – customer, management – employees

(Finkbeiner and White, 2017)

French Culture

- Reaching 300 millions speakers, formally recognized in 29 countries (France, Belgium, Canada, Luxembourg, Switzerland, Congo, Mali, and Senegal)
- The Romance language of France takes its name from Latin and has been shaped over the centuries by the Celts, Romans, and Vikings.
- Unique way of counting, for example you would say "eighty" in English and "quatre-vingts," or "four twenties," in French. (Twose, 2020)

What is considered polite and impolite in France

1. Meeting and greeting: Hugs are considered as inappropriate
2. Punctuality: always arrive late! (15 minutes late, golden rule)
3. Table manners: in case on an event offer to bring something for example wine, do not start your meal before the French host and do not forget to compliment them. They love discussing cuisine.
4. "Less is more" do not overdress, maintain personal hygiene and appropriate attire.
5. Never presume that people are fluent in English. Before you start conversation in English, ask politely if they can speak English before continuing

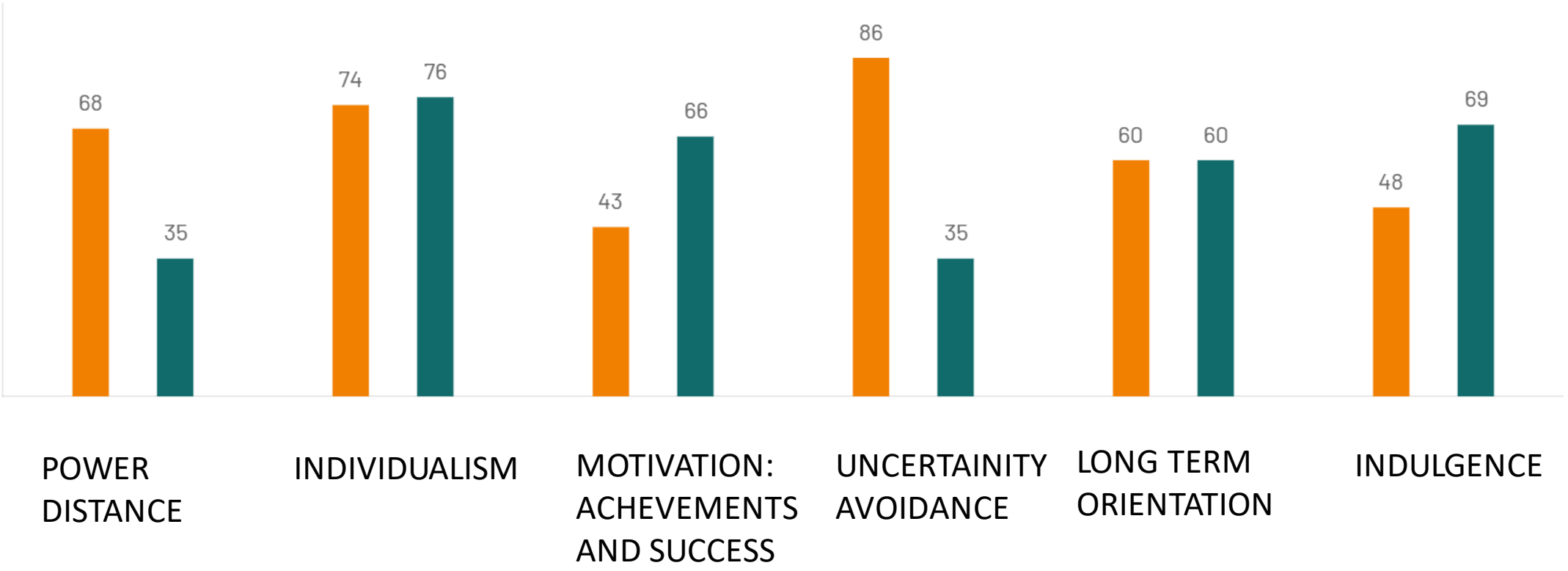
(French à la Carte, 2017)

The French hotel industry

- It is distinguished by its focus to details, quality of product and services, providing unforgettable experience to visitors.
- French hospitality is all on making guests feel pleased and impressed.
- World – class gastronomy that adds another perspective to the travel experience.
- Luxurious establishments for everyone to gain guest satisfaction with a blend of tradition and innovation.

(Dragosavac, 2023)

Comparision of France and United Kingdom in the values in 6 dimensions.



(Hofstede, 2023)

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