

Outline the benefits of multilingualism and the importance of language awareness skills for hotel staff.

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Introduction

- The ability to communicate easily across language barriers is quickly becoming more than a bonus in today's globalized world. Multilingualism, the presence and ability to speak more than one language, reflects this global interconnectedness.





MULTILINGUALISM AND THE BENEFITS OF LANGUAGE AWARENESS

- ★ **Increased Market Reach** – Multilingualism allows hotels to attract guests who prefer to communicate in their native language
- ★ **Improved problem solving** – Able to respond quickly to issues or concerns raised by guests, minimize misunderstandings, and resolve conflicts more effectively
- ★ **Confidence and professionalism** – Language awareness training increases self-confidence and solves various situations professionally and easily
- ★ **Enhanced communication** – Multilingual skills can effectively communicate with guests from different countries, which increases customer satisfaction and loyalty
- ★ **Cultural sensitivity** – Language skills help to better understand different cultures, customs and traditions



Spanish language

- More than 560 million people throughout the world primarily communicate in Spanish. It is the official language in 21 countries, encompassing significant sections of Latin America and Spain. The learning curve is low for native English speakers due to the similar alphabet and some familiar terms.
- Learning any new language, including Spanish, can be difficult, but with the right approach and dedication, it can be an enjoyable and rewarding experience. In any business, especially hospitality, learning any language is a major advantage
- People who value relationships and avoid direct confrontation(CG,2022).

What is considered polite/in polite in a business context?

POLITE BEHAVIOUR

- Punctuality-Being on time at meetings
- Active listening- Give full attention when someone is speaking
- Use titles and last name- Addressing someone by their professional name
- Acknowledge emails-Respond promptly at emails

IMPOLITE BEHAVIOUR

- Interrupting-Cutting off someone.
- Multitasking –Using phones or other devices during a conversation
- Being late-Consistently arriving late
- Ignoring cultural norms-Not considering the customers(Hall,1976).

Conclusion

This presentation shows how the hospitality industry can greatly benefit from employing bilingual or multilingual people, as it has been found to increase customer satisfaction and increase employee productivity. The hotel staff must be able to converse with customers from different cultural backgrounds and languages.

Therefore, it is very important to be able to advance in language learning. Knowledge of any language is an advantage and can help the workplace in moments of misunderstanding and can avoid many conflicts.

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