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The Importance of Multilingualism and the Language Awareness Skills within Hotel Sector

Diversity Hotel & Spa London

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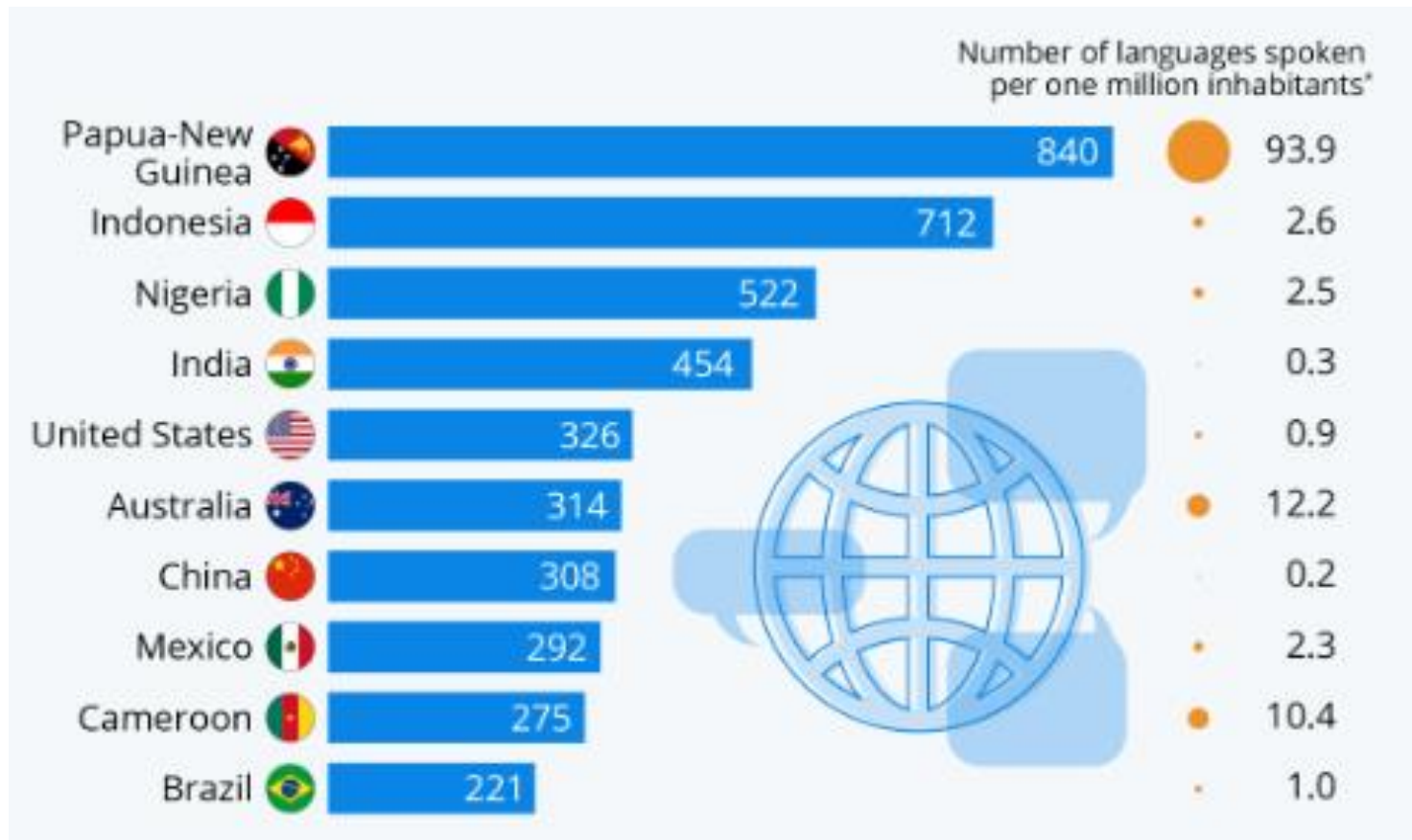


Multilingualism

- ▶ It is usually known as the individuals ability to speak different and multiple language with proficiency (Grutman 2019).
- ▶ As the hospitality sector deals with people coming from other regions of the world
- ▶ it is important for the sector to have staff who speaks different language and can easily interacts with people who cannot speak English (Mariani et al., 2019).
- ▶ This will enable the staff to deal with the customers efficiently by speaking them with in their native language.
- ▶ Further having the knowledge of the languages that are in demand and of the countries from which people stay in the hotel will help in enhancing the efficiency and as well as the attract the new guests.



The Countries With The Most Linguistic Diversity



Modern European Language - German

- ▶ West Germanic language that belongs to the Indo-European family (SAIDALIYEVA 2023)
- ▶ Widely spoken language
- ▶ Germany, Austria, Switzerland, Luxembourg, Italy, Belgium and Liechtenstein
- ▶ For native English speakers it can be moderately challenging to learn the German (Hall 2023)
- ▶ The pronunciation of the different sounds is challenging



Why it is important in hospitality sector to be multilingual.

- ▶ According to the De et al., (2019), Having the knowledge of the language help in providing better service to employees.
- ▶ Help in communication effectively with guests.
- ▶ To enhance the customer experience
- ▶ To understand the needs and wants of guests
- ▶ Help in handling the challenges that occur due to language barrier



Real life example

- ▶ Ritz Carlton: A pioneer and well known in hospitality company
- ▶ Has always focused on providing training and learning opportunities to employees
- ▶ Ritz Carlton focus on training and development of the employees so they can provide quality service to employees.
- ▶ Created a language hand book for the employees



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