

***Module Title: Foreign Languages and Cultural Awareness***

***Module Code: BMIH5003***

***Hotel Name: Diversity Hotel & Spa London***

***Module tutor: Lisa Basssler***

[Înregistrare-20231027\\_121135.webm](#)



**Student Name: Darius Condescu**  
**Student ID: 2212965**

# Introduction



(Arsiyana and Hernadi, 2020)

- The following presentation will highlight the advantages of multilingualism and the importance of language awareness skills for hotel staff.
- Apart from that, a European language will be taken into consideration for the presentation along with its importance in the hotel industry and relevant examples.
- The polite and impolite behaviours exhibited by staff in the hotel industry will also be discussed in the presentation.

# Benefits of multilingualism for hotel staff

- The benefits of having multilingual hotel staff are numerous.
- The first benefit is that it raises customer satisfaction by facilitating efficient communication with a variety of clients, assuring individualized service, and quickly addressing concerns (Daskalaki, 2020).
- It also encourages cultural sensitivity and fosters an environment that is inviting and inclusive.



(Daskalaki, 2020)

# Significance of language awareness skills for hotel staff

HOSPITALITY SECTORS



(Redianis, 2019)

- Language awareness abilities are essential for hotel workers as they improve communication with visitors from various linguistic backgrounds.
- A seamless and tailored visitor experience is made possible through multilingualism and cultural sensitivity.
- Strong language awareness among staff members enables them to better comprehend and cater to visitors' demands.

# Description of the chosen language: French

- Several countries in Africa and the Caribbean as well as France, Canada, Belgium, and Switzerland are among those where French is widely spoken.
- It is one of the recognised languages of numerous international bodies, including the UN.
- The complicated grammar, many verb conjugations, and delicate pronunciation of French make learning it a somewhat difficult task for non-native speakers (Arsiyana and Hernadi, 2020).



(Arsiyana and Hernadi, 2020)

# Polite and impolite behaviours in the French language in the hotel industry



(De Oliveira, 2021)

- Kindness and decorum are highly regarded in the French hotel business.
- When speaking to consumers, it is customary to address them formally using names like 'Monsieur' and 'Madame,'.
- It is also crucial to use 'vous' (a formal pronoun) rather than 'tu' (an informal pronoun).

# Conclusion

- The above presentation has effectively discussed the importance of multilingualism in the hotel industry.
- It has been found that hotel staff should always be aware of language acquisition in order to interact with clients from different backgrounds.
- In that context, French has been chosen as the language for highlighting the polite and impolite behaviours of hotel staff.



(Redianis, 2019)

# References

- Daskalaki, E., (2020). Cultural Diversity and Indicated Intercultural Implications in the Hotel Working Environment in the United Kingdom: Underpinning the Employee's Perspective. *The Market: International Journal of Business*, 1, pp.91-107.
- De Oliveira, R., (2021). On Cooperation and Im/politeness in French Interactions. *Kalby Studijos*, (39), pp.41-55.
- Žerajić, A., (2020), September. Multilingualism in tourism. In *Tourism International Scientific Conference Vrnjačka Banja-TISC* (Vol. 5, No. 1, pp. 518-535).
- Redianis, N.L., Putra, A.A.B.M.A. and Anggayana, I.W.A., (2019). Effect of Culture on Balinese Language Used by Employee Hotels for Foreign Travelers in the Sociolinguistic Perspective. In *International Conference on Cultural Studies* (Vol. 2, pp. 39-43).
- Arsiyana, M. and Hernadi, N., (2020). A Comprehensive Needs Analysis of French Course for Tourism and Hospitality Program. *Jurnal Arbitrer*, 7(1), p.51.