

BMIH5003

Foreign Languages

Diversity Hotel & Spa

Part 2

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

- ▶ Diversity Hotel & Spa staff can easily and efficiently communicate with the guests of diverse culture
- ▶ This skill of language awareness also make the staff engaging in culturally sensitive communication (Arafah, 2019).
- ▶ Diversity Hotel & Spa can become distinct in the competitive market and lead to increase the bookings and occupancy rate in the hotel industry.
- ▶ For Example: The Ritz London is proficient in cultural etiquette
- ▶ The hotel's online reputation is bolstered by positive reviews from international guests

Benefits of being Multilingual



Italian Language

Why Learn Italian Language

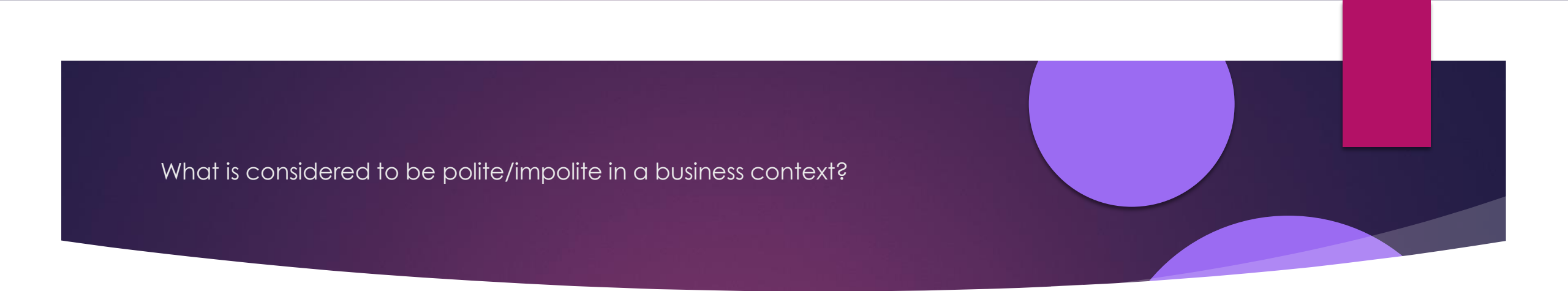


- Italy: official language
- Switzerland: it is also included in the Switzerland's.
- Enclaves: San Marino and Vatican City as two independent territories in the Italy (Erazo *et al.*, 2019).
- Global Italian Communities: Canada, Brazil, Uruguay, United States and other sector of Europe.

Is Italian Difficult to Learn?

- ▶ The language Italian is phonetic language in which words are pronounced in the same manner as written.
- ▶ There is a straightforward system of the noun-adjective and verb conjugation agreements in language spoken (Del Chiappa, Bregoli and Fotiadis, 2021).
- ▶ It has similar cognates with English language such as in the art, food, and music industry.
- ▶ Learners must also must understand the native speakers of the regional dialects and accents than the learners.

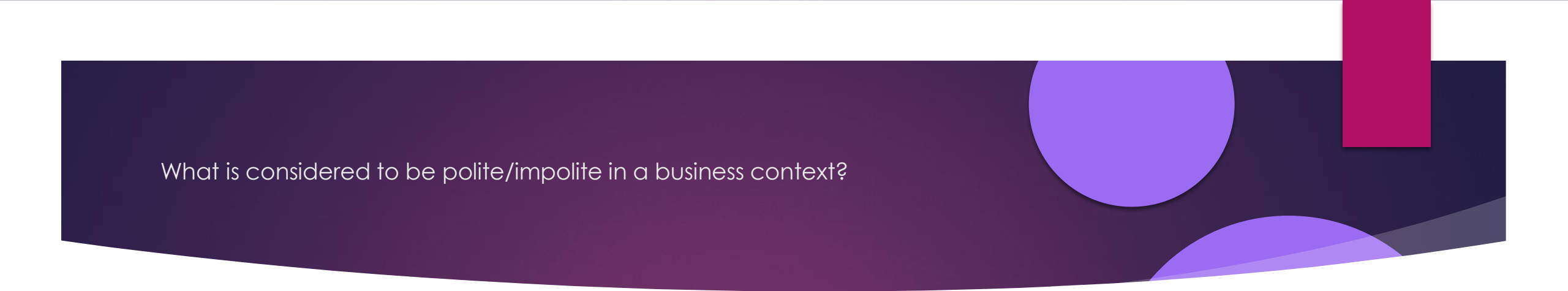




What is considered to be polite/impolite in a business context?

Polite:

- ▶ A positive tone can be set by welcoming guests by bright smile and warm gesture. Such as, “Good Morning, Mr Smith. Welcome to our Hotel. How may I help you sir?”
- ▶ A personalized and respected gesture is highlighted by addressing guests with their names if known. Mr. Johnson, may I assist you with your suitcases?”
- ▶ The requests and concerns of the guests must be listened with full attention and care. “I understand that you prefer to take a room with view. Let me check our availability for you, Sir (Giannakidou and Mari, 2021).
- ▶ Analyze and anticipate guest's needs and preferences to offer assistance and help as to offer assistance to help with your bags to your room.



What is considered to be polite/impolite in a business context?

Impolite:

- ▶ it could be impressed as impolite to ignore and fail to acknowledge the guests and appear to be disinterested. Ignoring a guest waiting at the reception.
- ▶ invading personal belongings of the guests without permission is highly impolite. It is very important to seek permission before entering into the room.
- ▶ offensive and informal language in front of guests also unacceptable as to maintain a professional and courteous tone.
- ▶ It is considered an impolite gesture to not addressing and solving guest's concern and complaints and also harmful to the Diversity hotel's reputation (Branchini and Mantovan, 2020).
- ▶ A proper and professional cleaning and hygiene must be maintained as poor personal grooming and dishelmed attire can be considered as impolite and reflect in negative manner on the diversity hotel.

References

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