

PRESENTATION

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Notes:

Multilingualism can bring a host of advantages for the Diversity Hotel & Spa. It directly enhances the guest experience to make travellers feel more welcome and valued by allowing

effective communication in their native language (Karpishina and Petrashevskaya, 2019). This improved experience leads to increased bookings as guests are more likely to return and recommend the hotel to others. Cultural sensitivity plays a crucial role in ensuring that the diverse needs and expectations of guests are met, further enhancing customer satisfaction (Lin et al. 2017). In a competitive industry, being able to cater to a wider range of international guests will give Diversity Hotel & Spa a clear advantage. The cumulative result is not only happier guests but also a more successful and reputable hotel business.

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LANGUAGE OF CHOICE FRENCH



- **Location (Spoken):** France, Canada, Belgium, Switzerland, Many Countries of Africa.
- **A Challenging Language to Learn.**
- **Polite/Impolite Business Phrases:**
 - **Polite:** "Bonjour, comment puis-je vous aider?" (Hello, how may I assist you?)
 - **Impolite:** "Qu'est-ce que vous voulez ?" (What do you want?)

Notes:

Multilingualism in the hotel industry, with a focus on languages like French, offers distinct advantages and it can be equally beneficial for Diversity Hotel & Spa. French is widely spoken in diverse locations, including France, Canada, Belgium, Switzerland, and various African countries (Wood, 2023). Being able to communicate in French facilitates interactions with guests from these regions. However, French is considered moderately challenging due to its complex pronunciation and gendered nouns (Aries, 2020). Multilingual staff capable of mastering this complexity can become invaluable assets to Diversity Hotel & Spa.

Understanding polite and impolite business phrases in French is crucial. Greeting guests with "Bonjour, comment puis-je vous aider?" (Hello, how may I assist you?) conveys warmth and respect, while avoiding impolite phrases like "Qu'est-ce que vous voulez?" (What do you want?) is essential to maintaining a positive guest experience (Kaplan, 2018). These language

and cultural nuances enhance guest interactions and satisfaction, ultimately positioning the hotel as a welcoming and accommodating destination for French-speaking guests.

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IMPORTANCE OF LANGUAGE AWARENESS OF HOTEL STAFF



- To Be Good at Greetings
- To Build Great Customer Relations
- Offering Room Amenities
- Offering Concierge Services
- Avoiding Misunderstandings

Notes:

In the hospitality industry, the benefits of multilingualism, particularly in the context of serving French-speaking guests, extend to various aspects of the guest experience. Greeting guests with a warm "Bonjour" and offering assistance politely creates an immediate sense of welcome and respect (Bowie, 2018). Understanding that French guests often prefer to leisurely enjoy meals allows staff to cater to their dining pace to enhance customer relations. Offering room amenities such as French-language newspapers or TV channels demonstrates thoughtfulness and a commitment to personalizing the guest experience. Concierge service takes on new dimensions as multilingual staff can recommend French dining options, cultural events, and attractions, leading to deeper guest engagement. Finally, preventing misunderstandings by learning key phrases to address common issues or requests ensures smoother guest-staff interactions. These multilingual skills collectively can enhance Diversity Hotel & Spa's ability to cater to French-speaking guests and offer a more personalized service.

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