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Benefits of multilingualism and the importance of language awareness skills

Assignment 1

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Introduction



- ▶ Multilingualism and language awareness is a great way to attract customers and ensure that they have a comfortable stay at the hotel. Language awareness is important as it'll allow staffs to connect with guests. A lot of staffs at hotel industry may be hired due to the excellent knowledge of different languages. Multilingualism is a talented way for an individual to communicate in more than three different languages. This is a great way for hotel staffs to communicate to their guests as it'll give them the opportunity to display a diverse hospitality. Hotel companies may include equal opportunities and hire a diverse workforce, benefiting the business. As well as this, proving to guests that language awareness is highly crucial to have a successful business.

Benefits of Multilingualism and the importance of language awareness



- ▶ Multilingualism and language awareness for hotel staffs in the Diversity Hotel and Spa, is important because it will help staffs grow and interact well with customers. If a hotel staffs knows how to speak English as her first language but also knows how to speak fluently in French. It will really enhance their ability to communicate with guests that only understand French.
- ▶ The importance of language awareness is being able to communicate to international clients and marketing a company that is open to diversity. Therefore, increasing the chances of perusing newer hotel guests to come stay.
- ▶ A staff having the knowledge of being able to speak French, can support the business when it comes to translation.

Where is the language spoken, is it hard to learn?



- ▶ European language such as French is a common language spoken all over the world. This language is an exquisite way of expressing your emotions as it is quite modern and a popular form of communication.
- ▶ The language French is spoken in France, Switzerland, Canada, Belgium and many more other countries.
- ▶ English is one of the main spoken languages in Direct Hotel and Spa London, but learning a foreign language can improve hospitality, due to how effective it is when interacting with foreign guests. With the correct training staffs will be able to utilise their skills and work fluently in countries and places that do not speak fluent English.
- ▶ At the hotel, Direct Hotel and Spa London, Managers will most likely train their employees to empower them, as well as ensure that they understand foreign language well enough, to be able to communicate properly with hotel guests and other staff members.
- ▶ Hotel staffs should all be well informed about language awareness so that they can learn and understand different backgrounds, cultures and values. This helps create customer loyalty, due to the importance given to other cultures.

- ▶ Hotel staffs should always be one minded, positive and respectful towards their guests, no matter which background they are from.
- ▶ Front desk is the most valuable component of a hotel industry, therefore staffs at front desk should always consider language awareness. This is because the front desk employees have to assure guests that they will meet their needs by giving them a pleasant stay. If a guest is foreign and they seem to speak a different language such as French, the front desk staff should respect their differences and aid them to the best of their ability.
- ▶ Avoiding phrases that may sound rude or disrespectful to customers that are foreign is crucial. Not using phrases with younger guests such as Where's your parents, but as (Marissa Kinzel, 2020) 'Is an adult or grown up around with you.'
- ▶ utilising different languages will often help guests feel comfortable, hotel staffs will be able to avoid any sort of misunderstandings that may arise with guests.
- ▶ Hiring multilingual staff can allow a personalised service ensuring the hotel meets their expectations and standards.
- ▶ Multilingual staffs representing a hotel can invite existing customers back as well as gain new customers.



Conclusion

- ▶ In conclusion, language awareness and multilingual is extremely important when working at a hotel industry as it can highlight professionalism mindset of achieving a customised service for guests. Foreign language can be utilised when meeting customers that may speak a different language or working with employees that may speak a foreign language. It make communicating easier and simply better. Thus, hotel managers should train employees or hire employees that are willing to empower differences and learn a different language in order to meet guests' expectations. As well as this, allowing guests to feel equal and celebrating everyone's differences.



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