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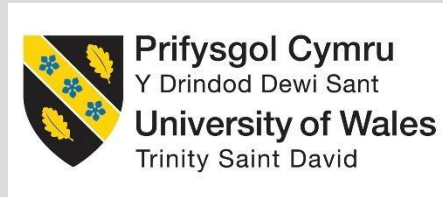
Student ID: 2229576

Module Title: *Foreign Languages & Cultural Awareness*

Module Code: *BMIH5003*

Lecturer: *Lissa Bassler*

Date: *9 Feb 2024*



ASSIGNMENT 1: PORTFOLIO

(4 Components)

Component 1: *Professional Reflection* (500 words +/- 10%)

Weighting: 25%

Word Count: 468

Cultivating Cultural Awareness in the Hospitality Industry: Thoughts from the Experts

During peak dinner hours in a hotel restaurant, cultural misunderstandings often occur between food and beverage workers (F&B) and hotel guests. Allow me to recount a situation that resulted in a misunderstanding and made me think more about the dynamics of cultural interaction in the hospitality industry (Blayney et al., 2020).

Imagine working as a waiter in a hotel restaurant and meeting a customer from a non-English-speaking country. The seller, Mr. His name was Tanaka, and he seemed annoyed when I handed him the sliced medium-rare dish, which was a common choice among customers. However, Tanaka and his culture preferred to eat well-cooked food, and the language barrier prevented him from expressing this desire, making him reluctant to eat.

This phenomenon illustrates the complex relationship between language, cultural norms, and service expectations. Various cultural misconceptions can arise due to various factors, including differences in communication methods, nonverbal cues, and dietary habits. In this case, due to the lack of language coordination, we did not understand Tanaka's food expectations, and as a result, it led to a cheap dining experience. (Chapano et al., 2022a).

Reflecting on this experience, I understand the importance of developing cultural awareness to effectively navigate various customer interactions. There are a number of key skills and behavior changes that are important to prevent future delusions.

First, language skills are important to communicate effectively with visitors from different cultures. Investing in language training programs or using translation equipment can help communication sites and improve service quality (Chapano et al., 2022b).

Second, developing compassion and cultural sensitivity enables F&B staff to understand and respect guests. Cultural preferences and expectations. By appreciating and accepting cultural differences, you can create a warm and inclusive dining environment for all guests (Isa & Indrayati, 2023).

In addition, Food and Beverage (F&B) employees have the opportunity to engage with diverse cultures by participating in cultural awareness workshops and multicultural training sessions to deepen their understanding of culture and expectations. These events will not only improve your knowledge but also equip you with the skills to navigate complex interactions with visitors from different backgrounds. By fostering an environment that encourages cultural exchange and learning, F&B staff can effectively anticipate and address the unique needs and preferences of guests, thereby creating more inclusive and enriching dining experiences (Torres & Mejia, 2017).

In conclusion, Tanaka's situation shows the importance of cultural awareness and the effectiveness of communication to eliminate misunderstandings in the hospitality industry. By ensuring language skills, cultural awareness, and ongoing training plans, F&B employees can create an inclusive and customer-centric service culture. As we continue to hone our skills and embrace diverse cultures, we strive to foster meaningful relationships and provide guest experiences in the dynamic world of hospitality.

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Component 2: Training Plan (500 words +/- 10%)

Weighting: 25%

Identified cultural misunderstanding (in a few words) :

Cultivating cultural competence: a training plan for hotel staff

Given the challenges that arise in professional reflection, it is important to implement a comprehensive training plan aimed at providing hotel staff with the necessary skills to properly navigate cultural diversity. The following training plan summarizes strategies and priorities to promote cultural awareness in the hospitality industry.

Training plan (Why/What/Who/Where/When):

Cultural workshops:

Interactive workshops, facilitated by cultural experts, serve as a platform to introduce staff members to a diverse array of cultures, traditions, and customs (Azhar et al., 2024). Through these workshops, participants gain insights into a multitude of cultural practices, communication styles, and culinary preferences. By engaging in such interactive sessions, staff members develop a deeper understanding and appreciation for the diversity among guests, enabling them to extend warm and inclusive welcomes to individuals from various backgrounds.

Language Training:

We offer a language training program tailored to the language needs of hotel employees (Torres & Mejia, 2017). By improving your language skills in common foreign languages spoken by your customers, such as Spanish, Chinese, or French, your employees can communicate better and build relationships with different customers. By using language learning materials and communication exercises, employees will gain the confidence to speak to customers in their native language.

Cultural Communication Seminar:

Organizes cultural communication seminars focused on the development of effective communication strategies and internal skills (Kim et al., 2021). Through role plays, case studies, and discussions, employees learn to recognize and navigate cultural differences, promote customer interactions, and reduce misunderstandings. Emphasize active listening, empathy, and nonverbal cues to foster cross-cultural interactions.

Diversity and Inclusion Training:

Include different training and inclusion areas to promote a culture of respect, acceptance, and inclusion in the hotel environment (Croes et al., 2022). These training sessions address unconscious bias, stereotyping, and discrimination and create a workplace culture that supports and cares for all employees, where they are valued and respected. By embracing diversity as a strength, our employees can better serve customers from different backgrounds with knowledge and professionalism.

Continuing Professional Development:

Implementing continuing professional development programs is essential for hotel staff's growth and adaptation to the dynamic needs of guests (Chapano et al., 2022). These programs encompass various elements, including cultural competency assessments, refresher courses, and peer learning opportunities. By fostering a culture of continuous learning and growth, hotel staff can effectively adapt to evolving trends, adopt best practices, and understand cultural nuances to enhance guest experiences. Embracing these initiatives ensures that hotel personnel remain responsive and proficient in delivering exceptional service in an ever-changing hospitality landscape.

In conclusion, the training program described above is a powerful way to create cultural awareness and foster the customer experience in the hospitality industry. By investing in a comprehensive training plan, hotel staff can confidently navigate cultural diversity and develop the skills, knowledge, and attitudes they need to deliver exceptional service to international guests. By embracing cultural diversity as a cornerstone of our service philosophy, we reaffirm our commitment to excellence and customer satisfaction in a global marketplace.

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Component 3: *Student Self-Reflection* (500 words +/- 10%)

Weighting: 25%

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Word Count: 481

Developing Cultural Awareness: A Journey of Self-Reflection.

As I began my journey in the hospitality industry, the importance of cultural awareness became increasingly clear to me (Azhar et al., 2024). I have come to realise the extent of the importance of cultural competency in enhancing customer satisfaction, organisational success, and personal growth within Dynamic Hotel after experiencing various experiences.

My understanding of the importance of cultural awareness in the hospitality industry has evolved significantly over time. In the beginning, I believed that cultural diversity was only a demographic factor and did not consider its significant impact on customer engagement or service quality (Guest, 2011). Despite the challenges, I was able to gain insight into the intricate and multi-cultural aspects of hotel stays by immersing myself in a varied guest roster that included guests from various cultures. This became my understanding (Hight et al., 2024).

Through reflection, I understand that cultural awareness is essential to developing meaningful relationships, integration, and exceptional performance in hotels in the hospitality industry (Isa & Indrayati, 2023). I have learned to recognise the diverse cultures and values that my clients present as opportunities rather than barriers (Kim et al., 2021). Our hotel hosted a multicultural event where we learned important life lessons about cultural awareness (Zhuang et al., 2022).

The presence of diverse and respectful guests brought me to the realisation that cultural exchange can foster understanding and respect (Azhar et al., 2024). By collaborating and

engaging with different cultures, we strive to create a welcoming and inclusive environment that respects and celebrates heritage among our guests (Hight et al., 2024).

This taught me empathy, active listening, and how to manage different types of interaction with guests (Isa & Indrayati, 2023). Having built strong relationships with clients from all walks of life, I believe that by empathizing with their language and culture, we have been able to create truly unique experiences (Kim et al., 2021). I also now understand that cultural norms are closely related to hospitality management practices (Guest, 2011).

The hospitality industry is witnessing a transition towards globalisation. This means that hotels and resorts now have to cater to a variety of customer needs (Tsai et al., 2009). To ensure competition in the international hospitality industry, it is important to ensure the strength of the culture and the training and development of staff, which are necessary for better performance (Tsai et al., 2009).

In conclusion, my reflective journey deepened my appreciation of the importance of cultural awareness in hospitality (Azhar et al., 2024). Through experiential learning and reflection from diverse perspectives, I gained a deeper understanding of the transformative power of cultural influence to shape customer experiences, drive organisational success, and foster human growth (Guest, 2011). I am committed to promoting inclusivity, compassion, and excellence in all aspects of the customer service journey and will continue to embrace cultural diversity as a cornerstone of my professional identity.

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Component 4: *Training Presentation* (6 Slides)

Weighting: 25%

Module title: Foreign Languages & Cultural Awareness

Module code: BMIH5003

Lecturer's name: Lissa Bassler

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Word Count: 545

Embracing Multilingualism:

Enhancing Service Excellence in the Hospitality Industry

[Content Slide 2]

Benefits of Multilingualism:

Enhancing Guest Experience through Effective Communication

Multilingualism improves the guest experience by enabling effective communication with people from different linguistic backgrounds, ultimately promoting inclusivity and

facilitating cultural understanding (Azhar et al., 2024).

Elevating Hotel Reputation with Improved Communication Standards

Better communication not only increases guest satisfaction but also improves the hotel and its reputation as a welcoming destination. By embracing multilingualism, we position ourselves as leaders in offering hospitality experiences (Azhar et al., 2024).

[Content Slide 3]

Enhancing the Guest Experience:

Effective Communication

Multilingualism improves the guest experience by enabling effective communication with people from different linguistic backgrounds, ultimately promoting inclusivity and facilitating cultural understanding.

Elevating Hotel Reputation

Better communication not only increases guest satisfaction but also improves the hotel and its reputation as a welcoming destination.

Developing Language Awareness for Anticipating Guest Needs

Developing language skills allows employees to anticipate and meet customer needs, leading to personalized service and increased customer satisfaction (Kim et al., 2021).

In fact, language proficiency is the cornerstone of excellent hospitality, facilitating interactions, fostering cultural understanding, and enhancing service levels that exceed guest expectations.

The Importance of Language Knowledge:

Foundational Role of Language Awareness

Language knowledge is essential to communication in the hospitality industry and helps

employees navigate interactions with guests, cultural norms, and professionalism.

Navigating Cultural Nuances

By understanding cultural aspects and communication types, employees can reduce misunderstandings and create stronger relationships with guests, improving the overall experience.

Developing Language Awareness

Developing language skills allows employees to anticipate and meet customer needs, leading to personalized service and increased customer satisfaction.

[Content Slide 4]

Language Example: German:

German: A Language of Global Significance

German, widely spoken in parts of Germany, Austria, Switzerland and Belgium, has more than 100 million native speakers worldwide and is an important language for communication.

Mastering German: Challenges and Rewards

German is difficult to understand because of its complexity, but the rewards are better business communication and cultural understanding.

Politeness and Formality in German Business Communication

Common sense in German business situations emphasizes the use of formal titles such as "Herr (Mr.) and Frau (Mrs./Mrs.), showing respect and professionalism in their work.

[Content Slide 5]

Examples from the hotel industry:

Personalised Guest Welcome: Greeting in Native Languages

Greeting guests in their native language creates a warm and personalized welcome, fostering a positive atmosphere from the start of their stay.

Catering to Diverse Dietary Preferences: Multilingual Dining Options

Understanding diverse dietary preferences expressed in various languages allows us to cater to individual needs, offering options such as vegetarian or gluten-free meals for a more enjoyable dining experience.

Efficient Special Requests Management for Enhanced Guest Satisfaction

Efficiently managing special requests and room preferences ensures that guests feel valued and accommodated, enhancing their overall satisfaction and likelihood of returning.

References (no screenshots):

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