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Module Title: Foreign Languages cultural Awareness(BMIH5003)

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The background of the slide is a vibrant, abstract collage. It features a variety of colors including red, blue, yellow, orange, and white. Overlaid on these colors are numerous silhouettes of human heads and profiles, some facing left and some facing right, creating a sense of a diverse crowd or community. The overall effect is one of multiculturalism and global unity.

The Power of Multilingualism inside the Hospitality Industry

INTRODUCTION

In an increasingly interconnected world, the hospitality industry must embrace the diversity of its clientele (Vidgren, 2016). At Diversity Hotel & Spa London, we take pride in welcoming guests from around the globe. Understanding and appreciating the languages and cultures of our guests is not only a sign of exceptional service but also a fundamental aspect of modern hospitality. This working document aims to highlight the benefits of multilingualism and the importance of language awareness skills for our hotel staff, focusing on a modern European language, Welsh, as an illustrative example. So, by examining where Welsh is spoken, its level of difficulty, and the key aspects of politeness in a business context, we will equip our team with the knowledge and skills needed to create an inclusive and culturally sensitive environment.

Exploring Welsh in the Hospitality Industry"

1. Where is Welsh Spoken?

- Welsh is a Celtic language and is primarily spoken in Wales and by Welsh communities around the world, but it is not widely spoken outside of those areas. (Matsumoto, 2006).

2. Difficulty of Learning Welsh:

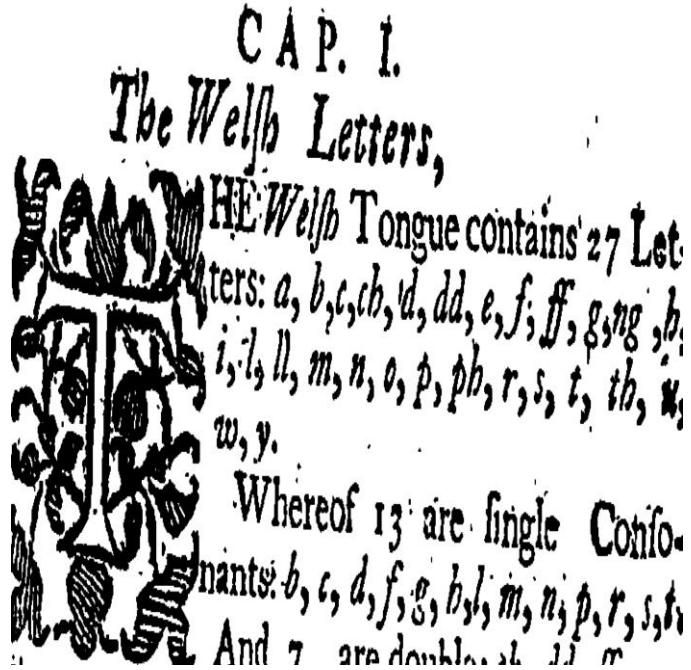
- While there may be some shared vocabulary with English, Welsh is still considered a relatively challenging language to learn for English speakers due to its unique grammar and pronunciation. (Matsumoto, 2006).

3. Politeness and Impoliteness in Business Context:

- Welsh has its own set of cultural and linguistic norms for politeness, which may include using appropriate honorifics and forms of address within the Welsh language context (Matsumoto, 2006).

4. Example from Diversity Hotel & Spa London:

- The way Welsh language abilities benefited a visitor's experience at our resort, because she was from Welsh Origin, and was on a trip to London.



Benefits of Multilingualism for Hotel Staff of Diversity Hotel & Spa London

The Importance of Language Awareness Skills for Hotel Staff at Diversity Salon & Spa, London

1. Effective Communication:

- Being attentive to visitor wishes and options.

2. Avoiding Cultural Misunderstandings:

- Sensitivity to cultural differences, gestures, and etiquette.

3. Tailoring Services:

- Offering personalised stories primarily based on language and cultural knowledge to enhance customer experience.



The Importance of Language Awareness Skills for Hotel Staff at Diversity Salon & Spa, London

4. Building Stronger Guest Relationships:

- Strengthening guest loyalty via powerful communicate.

5. Case Study: Language Miscommunication at Diversity Hotel & Spa London:

- A client came to Diversity Salon from Europe, and the client asked for a "bang trim" at the London salon, the stylist misunderstood and gave them a haircut featuring bold, trendy bangs instead of a simple fringe trim.



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