

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

Module: Foreign Languages
Module Code: MBIH5003

Student Name: Zakia Shirin Nishai

Student ID: 2208336

Table of Contents

- **Multilingualism Benefits**
- **Multilingualism Benefits (Cont'd)**
- **Language awareness skills' Importance**
- **Italian as a common European Language in the hospitality industry**
- **Polite/Impolite in the Context of Business**

Multilingualism benefits

- Multilingualism is a practice wherein an individual can interact and communicate in over one language.
- Multilingualism is an important element within the hospitality business as it allows individuals to know about the preferences in terms of the guests' culture.
- It allows them to adapt accordingly for the prevention of any cultural misunderstanding while being engaged with the house guests.
- It allows an individual to develop the sensitivity that is significant for the development of cultural awareness within the hospitality businesses (Dewaele and Botes, 2020).



Multilingualism benefits (Cont'd)



- Being able to speak in different languages helps an individual to dialogue with the cultures of guests virtually.
- it allows interaction with individuals from different nations as well as cultural backgrounds leading to improved cross-cultural interaction attributes.
- It allows to be more open with the guests visiting the destination for their travel experience (Pakendorf et al., 2021).
- It helps the employees to develop the knowledge and importance of diversity for personal and professional development.

Language Awareness Skills Importance

- Being aware of languages is the understanding of an individual regarding potential challenges and barriers that a certain language presents to learning.
- Language awareness skills play an important role for the employees within the hospitality groups for the improvement of their competence in terms of language.
- It also enables the workers of the hospitality groups to be more open to new cultures (Deresky, 2017).
- It leads to developing their insights into the significance of working in an environment with diversity through knowledge acquisition.



Italian as a common European Language in the hospitality industry



- An important European language that is common within the industry of hospitality is Italian.
- The language is commonly spoken in different European nations such as San Marino, Italy, and Vatican City which are common tourism and hospitality destinations.
- Italian is also known as the official language in Switzerland which is one of the most popular destinations for tourists (Britannica, 2023).
- The language is difficult to learn however, with dedication, it takes almost 6 months to 1 year to learn the language.

Polite/Impolite in the Context of Business

- Behaviours like being polite and impolite are common within the global hospitality industry.
- The primary is polite behaviour which often results in aspects like proper manners and courtesy by the employees to the customers visiting the destination.
- In addition to that, it also includes the consideration of the feelings, emotions and needs of the guests members visiting the destination (Maheshkar and Sharma, 2018).
- A hotel group that involves polite behaviour is the Diversity Hotels & Spa in London which engages in delivering true hospitality for the guests.



References

- Britannica., (2023). *Italian language | History, Grammar & Vocabulary | Britannica*. In: *Encyclopædia Britannica*. [online] Available at: <https://www.britannica.com/topic/Italian-language> [Accessed 9 Oct. 2023].
- Deresky, H., (2017) *International Management: Managing Across Borders and Cultures: Text and Cases*. 9th Ed. Harlow: Pearson Education Ltd.
- Dewaele, J.M. and Botes, E., (2020). Does multilingualism shape personality? An exploratory investigation. *International Journal of Bilingualism*, 24(4), pp.811-823.
- Maheshkar, C. and Sharma, V., (2018) *Handbook of Research on Cross-Cultural Business Education*. Hershey: IGI Global.
- Pakendorf, B., Dobrushina, N. and Khanina, O., (2021). A typology of small-scale multilingualism. *International Journal of Bilingualism*, 25(4), pp.835-859.

A dense arrangement of various tropical leaves, including large monstera leaves with characteristic splits and smaller, pointed leaves, creating a lush green background. The leaves are layered and have a slight 3D effect with shadows.

Thank You