

Multilingualism and the
importance of language awareness skills

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As a manager, effectively explaining the advantages of speaking another European language to your staff in a meeting is essential for building their understanding and buy-in. Here's a step-by-step approach to communicate these benefits:

1. Set the Agenda:

- Begin the meeting by stating the purpose, which is to discuss the advantages of staff members speaking another European language in a hotel in London.

2. Start with Context:

- Provide context by briefly explaining the diverse and international nature of London's hospitality industry.
- Highlight that guests from various European countries visit London, making it an excellent opportunity for the hotel.

3. Highlight Guest-Centric Approach:

- Emphasize that the primary goal is to enhance the guest experience.
- Explain how speaking another European language aligns with the hotel's commitment to providing exceptional customer service.

4. Present the Advantages:

- Go through the advantages, using the points mentioned earlier. You can structure your explanation like this:
- Improved Customer Service: Explain how speaking another language can lead to better communication and more satisfied guests.
- Increased Bookings: Describe how it can impact the reservation process and attract more guests.
- Market Penetration: Discuss the potential to tap into specific European markets.
- Personalized Service: Explain how it can lead to a more tailored experience for European guests.
- Competitive Advantage: Discuss the importance of standing out in the London market.
- Cultural Sensitivity: Emphasize the significance of understanding and respecting cultural differences

- Positive Reviews and Word of Mouth: Explain the impact on the hotel's reputation and future business.
- Business Events and Conferences: Mention the potential for hosting international events.
- Global Reputation: Discuss the long-term benefits of building a global reputation.

5. Real-Life Examples:

- Share real-life case studies or examples of how speaking another European language has benefited other hotels or businesses in London.

6. Encourage Questions and Discussion:

- Open the floor for questions and encourage staff to share their thoughts, concerns, or experiences.

7. Training and Support:

- Mention that the hotel is committed to supporting staff in improving their language skills, and training opportunities will be available.

8. Reinforce the Hotel's Commitment:

- Conclude by reiterating the hotel's commitment to providing exceptional service and creating a welcoming atmosphere for all guests.

9. Next Steps:

- Outline any immediate next steps, such as language training initiatives or specific roles for staff members to take on language responsibilities.

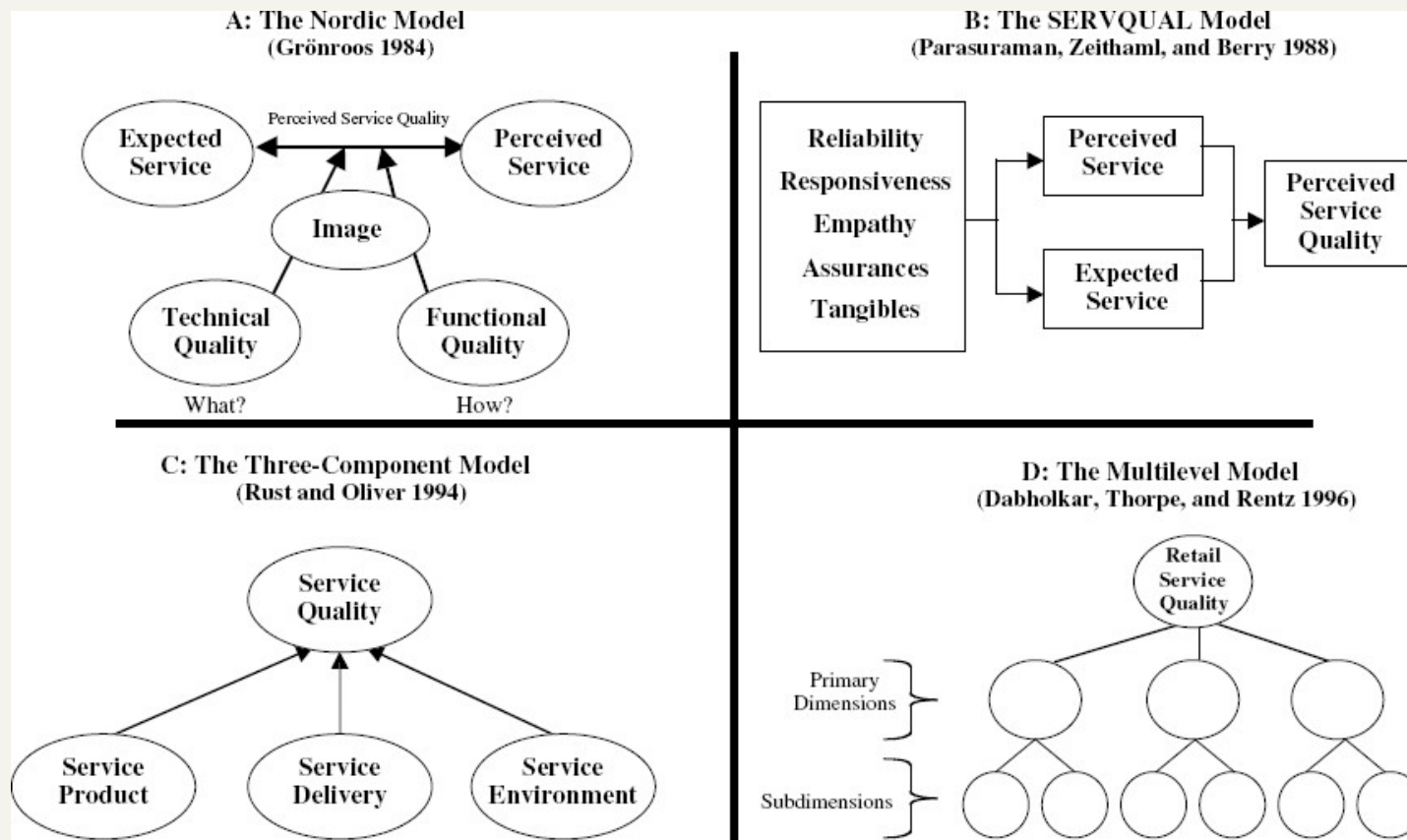
10. Thank and Motivate:

- Thank your staff for their attention and encourage their enthusiasm for embracing this opportunity.

11. Follow-Up:

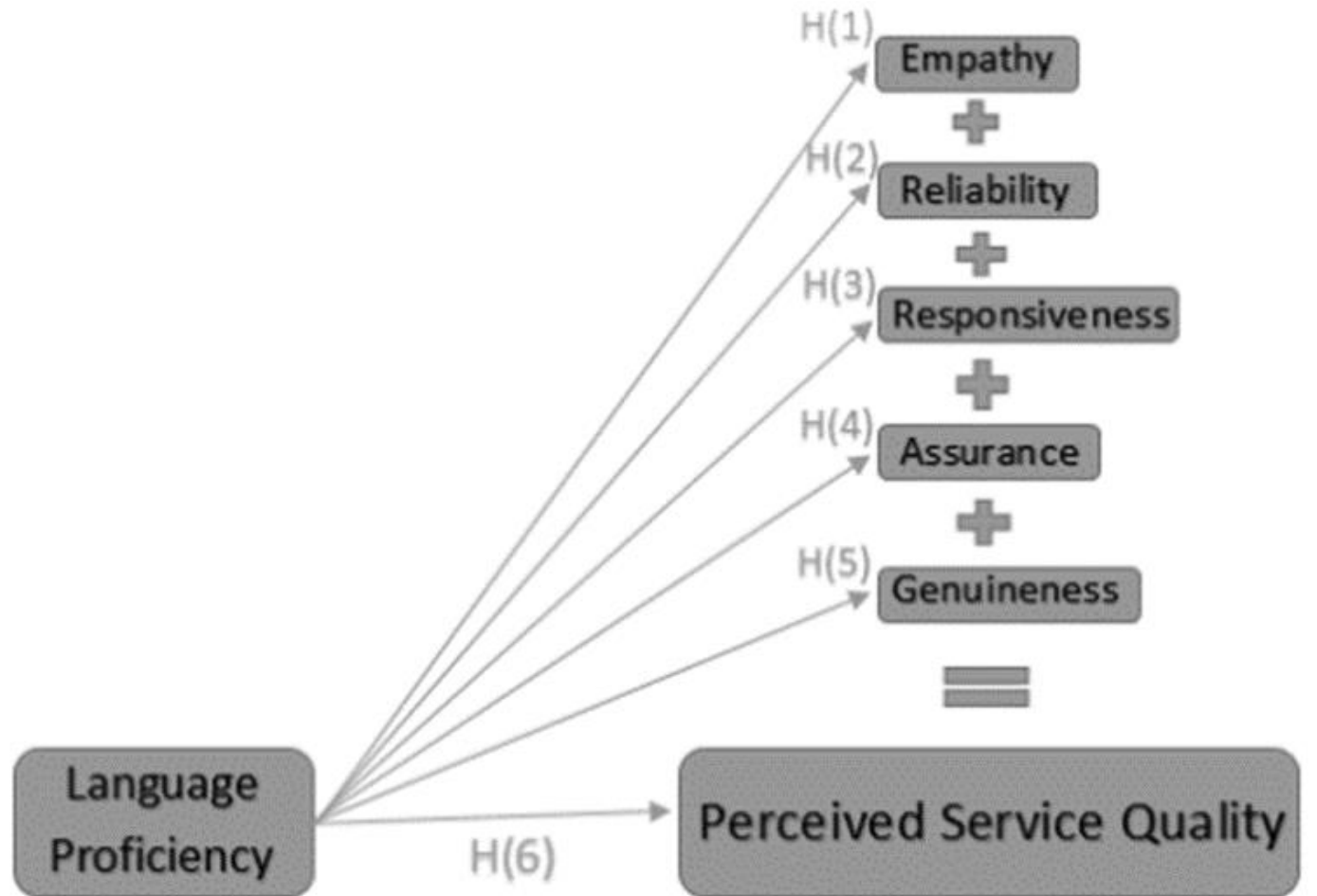
- After the meeting, follow up with any materials, resources, or training plans to further support staff in achieving language proficiency.

By effectively conveying the advantages and engaging your staff in a discussion, you can foster a sense of purpose and enthusiasm among your team for the language-related initiatives in the hotel.



- Type of perception of hospitality services.

Hotel Communication



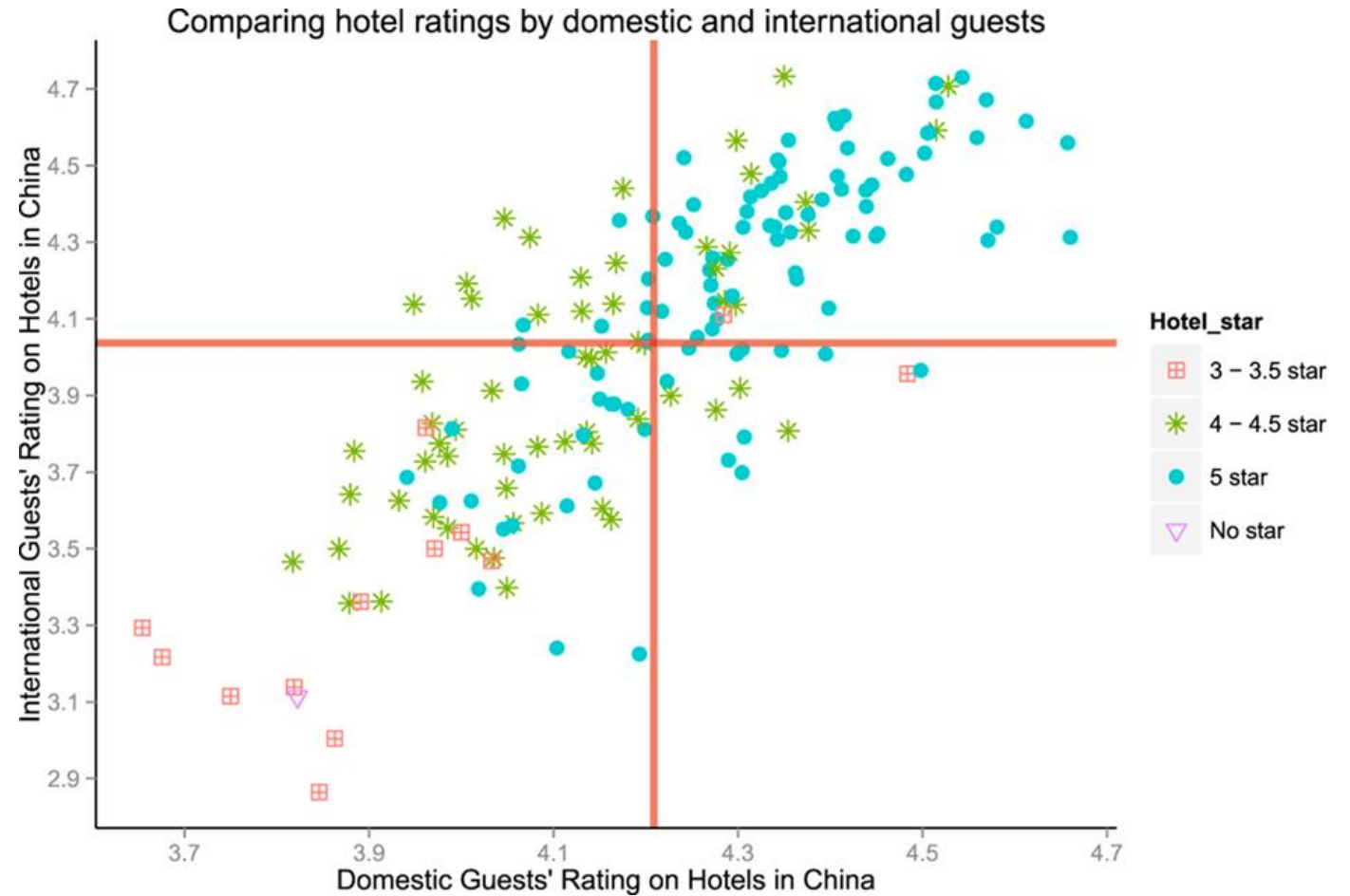
Speaking another European language in a hotel in London can provide several advantages and opportunities for the hotel and its staff:

- **Improved Customer Service:** London attracts a diverse range of international visitors. Speaking an additional European language, such as French, Spanish, Italian, or German, can significantly enhance the hotel's customer service by catering to the needs and preferences of non-English-speaking guests. This, in turn, can lead to higher guest satisfaction and loyalty.
- **Increased Bookings:** Multilingual staff can effectively communicate with potential guests during the booking process. Being able to address inquiries, provide information, and assist with reservations in the guest's native language can boost the hotel's chances of securing bookings.
- **Market Penetration:** London is a global city with visitors from various European countries. Speaking an additional European language allows the hotel to tap into specific European markets and attract guests who may prefer to communicate in their native language.
- **Personalized Service:** Understanding and speaking the language of European guests can lead to more personalized service. Staff can make recommendations, provide information, and address requests more effectively when they can converse in the guest's preferred language.
- **Competitive Advantage:** In a competitive hospitality market like London, offering multilingual services sets a hotel apart from others. Guests are more likely to choose a hotel that can accommodate their language needs, enhancing the hotel's competitiveness.
- **Cultural Sensitivity:** Speaking another European language goes beyond just words; it demonstrates cultural sensitivity. Being aware of cultural nuances and preferences can lead to better guest-staff interactions and a more welcoming atmosphere.
- **Positive Reviews and Word of Mouth:** Satisfied guests are more likely to leave positive reviews and recommend the hotel to others. Word of mouth from happy European guests can lead to increased business.
- **Business Events and Conferences:** London hosts numerous international conferences and events. Multilingual staff can assist event organizers and participants from European countries, making the hotel a preferred choice for hosting such events.
- **Global Reputation:** Offering multilingual services can enhance the hotel's global reputation. European guests who have a positive experience are more likely to become repeat customers and share their experiences with friends and family back home.
- **In summary,** speaking another European language in a hotel in London can lead to improved customer service, increased bookings, market expansion, personalization, competitive advantages, and a positive reputation. It's a valuable asset for the hotel and its staff in a diverse and multicultural city like London.

Case study

- Comparison of reviews with and without a second language except native language

(Source : Measurement of Foreign Language Proficiency: An Analysis on Methods Applied by Five-Star Hotels, SS Türksöy, HK Şanlıöz-Özgen - Co-Editors, 2022 - researchgate.net)



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