

**Benefits of multilingualism &
importance of language awareness skills**

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iversity Hotel & Spa



**Benefits of multilingualism &
importance of language awareness skills**

Benefits of multilingualism:

1. Enhanced Guest Experience
2. Improved Customer Service
3. Avoiding Misunderstandings
4. Cultural Sensitivity
5. Upselling Opportunities



Chinese reception team



Maasai's welcoming greeting



Tibetan stick tongue out to greet people.



Māori greeting. "Hongi"



Greet in the Philippines: "Mano"



Bow in Japan



Importance of language awareness:

- 6. Competitive Advantage
- 7. Cross-Cultural Marketing
- 8. Efficient Training and Communication
- 9. Crisis Management
- 10. Global Reputation





Español - Spain

"Spain is a complex cultural mix. Although many consider themselves 'Spanish', many also consider themselves a Catalan, Basque or Galician first."

(Commisceo Global Consulting Ltd. 2020)

The official language in Spain is Spanish.
It is the 4th most popular language worldwide.

Hola!

Taboos.



To shake or
to kiss;



More cultural than
religious is Holy week.



94% of the population are
Roman Catholic.



Siesta, a midday nap, is
still observed in many parts
of Spain.





Español - Spain

Understanding aspects of different culture and customs helps provide exceptional service to various-speaking guests. It's about creating an environment that's not only welcoming but also respectful of their unique traditions and beliefs.

The family is the most important aspect of most Spaniard's lives.



"Paella" pronounced "pa-e-ya" is a globally renowned Spanish dish.

"Tapas" served as appetisers or snacks.



Flamenco: a passionate and expressive dance form.



Paella, was born from the practicality of farmers and labourers who cooked it over open fires.

Bullfighting, is an integral part of Spanish culture and has a long history.



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