

PORTFOLIO

Module: Foreign Languages

Module code: BMIH5003

Video link: [Recording-20231027_010255.webm](#)

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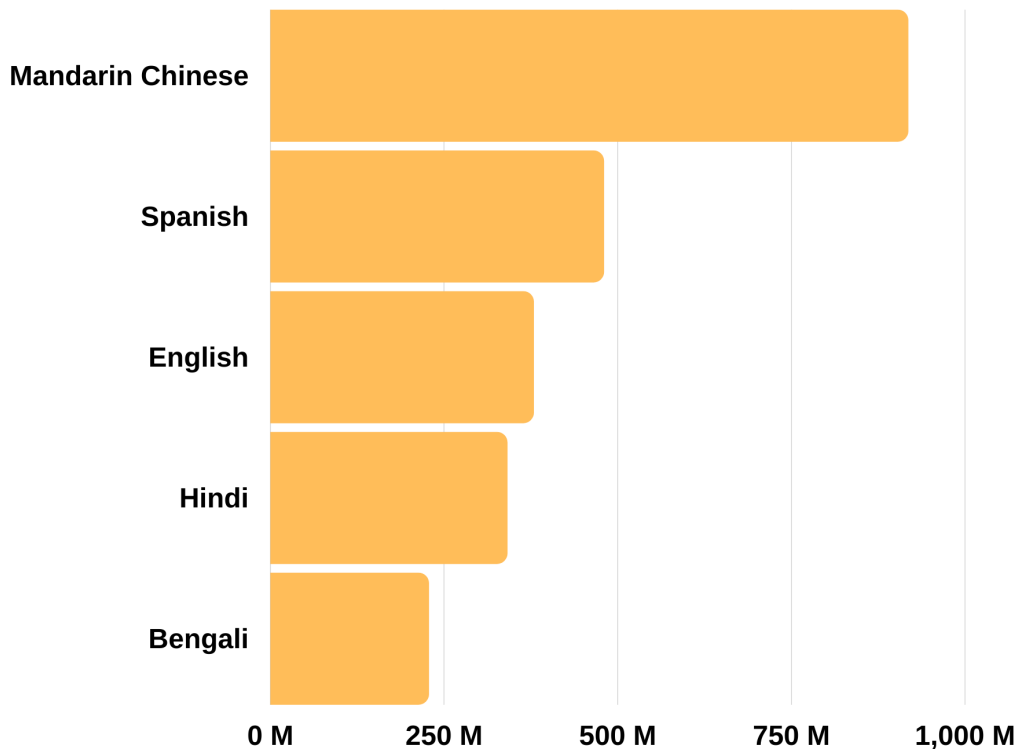
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MULTILINGUALISM AND ITS BENEFITS

- Hotels that provide services in multiple languages set themselves out from the competitors by catering to a wider international audience. Both business and pleasure tourists can benefit from this.
- Language learning provides individuals with a window into new cultural contexts and worldviews (De Carlos et al., 2019). As a result, they may grow up to have a more open and accepting perspective
- The guest experience is enhanced when hotel employees are fluent in multiple languages and can converse with customers in their native tongue. This has the potential to increase customer loyalty and encourage positive word of mouth (Kroll and Dussias, 2017).



IMPORTANCE OF LANGUAGE AWARENESS SKILLS



Languages with most speakers

Source: (Gonzalez, 2020)

- Spanish is extensively utilized throughout diverse regions of Europe, encompassing Spain, where it holds the status of an official language, as well as several countries in South America.
- In the city of London, there exists a substantial population of individuals who are proficient in the Spanish language, encompassing both local inhabitants and visitors (Holguín Mendoza, 2018).
- The acquisition and proficient utilization of the Spanish language are crucial to deliver exceptional client service.

LEARNING DIFFICULTY

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- The level of difficulty in acquiring a language is contingent upon an individual's personal background and linguistic aptitude.
- However, Spanish is commonly seen as a language that is comparatively accessible for individuals who are proficient in English (Svalberg, 2016).
- The grammatical structure and sound of this language exhibit similarities to English, rendering it a language that is very easy to acquire, particularly for rudimentary forms of communication.



OTHER EXAMPLES FOR THE HOTEL ⁶

- When a guest who speaks Spanish walks up to the front desk at Diversity Hotel & Spa London, the front desk agent should be prepared to greet the guest in Spanish and ask, "Buenos das, en qué puedo ayudarle?" (Good morning, How can I help you?)
- The restaurant staff at the hotel ought to be fluent in Spanish and know how to politely inquire about special diets. ¿Tiene alguna alergia alimentaria? (Do you have any food allergies?).

The concierge's ability to recommend activities, tours, and modes of transportation to Spanish-speaking guests would greatly improve their stay.

It is expected that when guests place orders in Spanish, the room service staff will respond with phrases like "Por supuesto, su pedido está en camino" (Of course, your order is on the way).



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