

Academic Discipline of Hospitality & Tourism Management

Foreign Languages and Cultural Awareness LEVEL 5

Assignment No: Presentation

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Presentation

Slide 1:

UNLOCKING THE POWER OF MULTILINGUALISM: LANGUAGE AWARENESS SKILLS FOR HOTEL STAFF



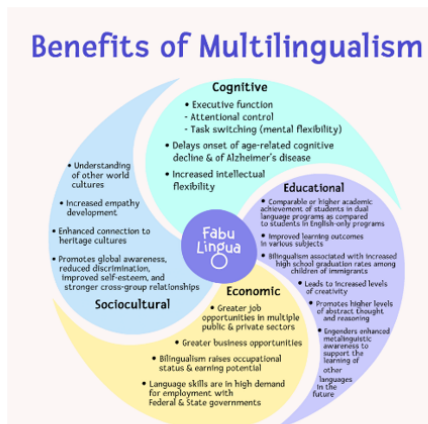
Notes:

Unlocking the Power of Multilingualism:

Language Awareness Skills for Hotel Staff

Slide 2:

BENEFITS OF MULTILINGUALISM



(middlebury, 2022).

- **Improved Guest Experience:** Speaking a guest's language allows for deeper connections to be made that go beyond simple spoken exchanges.
- **Global Competitiveness:** In the linked world of today, hotels must differentiate themselves to stay competitive.
- **Clear Communication:** In order to properly and quickly fulfil visitor demands, it is essential to get through language obstacles.
- **Cultural Sensitivity:** Speaking many languages is only one aspect of multilingualism; it also involves knowing and respecting other cultural traditions.



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Benefits of Multilingualism

The Diversity Hotel & Spa London's hotel staff's ability to speak many languages is a valuable asset that enhances both the guest experience and the hotel's overall performance.

1. **Improved Guest Experience:** Speaking a guest's language allows for deeper connections to be made that go beyond simple spoken exchanges. Guests feel cherished and understood when they can freely communicate their wants and preferences. Increased customer satisfaction, repeat business, and favourable word-of-mouth referrals follow as a result (hospitality search, 2023).

2. **Global Competitiveness:** In the linked world of today, hotels must differentiate themselves to stay competitive. Diversity Hotel & Spa London has a distinct advantage because of its

multilingual workforce. They may serve a variety of customers, such as foreign visitors and business travellers, who are more inclined to select a hotel.

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- **Clear Communication:** In order to properly and quickly fulfil visitor demands, it is essential to get through language obstacles.
- **Cultural Sensitivity:** Speaking many languages is only one aspect of multilingualism; it also involves knowing and respecting other cultural traditions.



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3. **Clear Communication:** In order to properly and quickly fulfil visitor demands, it is essential to get through language obstacles. The effectiveness of hotel operations is increased by workers that speak many languages and can address problems quickly and correctly, supply information, and propose solutions (middlebury, 2022).

4. **Cultural Sensitivity:** Speaking many languages is only one aspect of multilingualism; it also involves knowing and respecting other cultural traditions. In turn, this encourages an environment of respect and comprehension among the employees and visitors. It cultivates a warm atmosphere that cuts beyond linguistic barriers and elevates Diversity Hotel & Spa London to the status of a really friendly and culturally sensitive hotel.

Slide 3:

THE MODERN EUROPEAN LANGUAGE — SPANISH

- **Where is it Spoken?**
- Not only is Spanish spoken in Spain, but also throughout Latin America as a whole.
- It is important to remember that various places have different dialects, accents, and even some vocabulary distinctions.
- **Is Learning a Challenge?**
- Although it might be a little difficult, learning Spanish is definitely worth the effort.
- **Politeness in Business:**
- When speaking to Spanish-speaking visitors, it's crucial to preserve a sense of formality.
- It is considered courteous and respectful to address someone with formal titles like "Seor" for males and "Seora" for women.



(jordantimes, 2022).



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The Modern European Language – Spanish

Spanish is a lively and extensively spoken language, therefore Diversity Hotel & Spa London employees can benefit from knowing it. Understanding the fundamentals of Spanish may improve interactions with visitors and give important insights into a vibrant and diverse culture.

Where is it Spoken?

Not only is Spanish spoken in Spain, but also throughout Latin America as a whole. It is important to remember that various places have different dialects, accents, and even some vocabulary distinctions. Understanding these differences will enable us to communicate with

Spanish-speaking visitors according to their particular background and expectations (jordantimes, 2022).

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- **Is Learning a Challenge?**
- Although it might be a little difficult, learning Spanish is definitely worth the effort.
- **Politeness in Business:**
- When speaking to Spanish-speaking visitors, it's crucial to preserve a sense of formality.
- It is considered courteous and respectful to address someone with formal titles like "Seor" for males and "Seora" for women.



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Is Learning a Challenge?

Although it might be a little difficult, learning Spanish is definitely worth the effort. One of the most widely spoken languages in the world, Spanish has several beneficial communication opportunities. Hotel employees who put in the effort to study Spanish will find it to be a skill that can be used in a variety of professional and social contexts.

Politeness in Business:

When speaking to Spanish-speaking visitors, it's crucial to preserve a sense of formality. It is considered courteous and respectful to address someone with formal titles like "Seor" for males

and "Seora" for women. Overly familiar language must be avoided since it might come out as rude. Understanding these subtleties of etiquette makes encounters with guests enjoyable and courteous.

Slide 4:

PRACTICAL EXAMPLES FROM THE HOTEL INDUSTRY



(jordantimes, 2022).

- **Check-in Procedure:** To establish a friendly and inviting atmosphere, our staff can formally welcome Spanish-speaking visitors in their mother tongue.
- **Room Service:** We can provide multilingual menus to accommodate a variety of gastronomic preferences.
- **Concierge Services:** As part of our commitment to provide a customised experience, we go above and above to make recommendations for nearby sights and cultural events in Spanish.



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Practical Examples from the Hotel Industry

At Diversity Hotel & Spa London, incorporating Spanish language proficiency into everyday operations is not just a gesture of respect, but also a calculated step to improve the experience for visitors. Here are some examples of how we may successfully incorporate Spanish into our services in practise:

Check-in Procedure: To establish a friendly and inviting atmosphere, our staff can formally welcome Spanish-speaking visitors in their mother tongue and ask if they want to communicate in Spanish or English. This small touch immediately makes visitors feel at rest and demonstrates our dedication to their comfort.

Room Service: We can provide multilingual menus to accommodate a variety of gastronomic preferences. Additionally, in order to guarantee that guests' meals are pleasurable and satisfy their unique requirements, our personnel must be able to comprehend dietary choices expressed in Spanish.

Concierge Services: As part of our commitment to provide a customised experience, we go above and above to make recommendations for nearby sights and cultural events in Spanish. We encourage visitors to discover and enjoy the local culture by providing information in their favourite language, resulting in a pleasant stay.

Slide 5:

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