

Embracing Multilingualism and Language Awareness Skills

Enhancing Guest Experience at Diversity Hotel
& Spa London

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Benefits of Multilingualism

► Enhanced Customer Service:

1. **Effective Communication:** Multilingual staff can communicate with a diverse range of guests, ensuring their needs are met accurately. (Pepper, 2022)
2. **Cultural Understanding:** Language skill often goes together with cultural awareness, enabling staff to understand and respect diverse traditions

► Increases Guest Satisfaction:

1. **Personalized Service:** Multilingual staff can personalize guest experiences, making guests feel valued and understood.
2. **Building Trust:** Guests are more likely to trust and return to hotels where staff can communicate with them in their native language. (Batham-Hendrei, 2022)

► Operational Efficiency:

1. **Efficient Problem Solving:** Multilingual employees can resolve issues faster, reducing misunderstandings and conflicts. (Batham-Hendrei, 2022)
2. **Streamlined Operations:** Clear communication among staff members from different linguistic backgrounds enhances teamwork and efficiency.

► Guest Experience Enhancement:

1. **Anticipating Needs:** Language awareness enables staff to anticipate guest needs, creating a seamless experience.
2. **Positive Impressions:** Guests appreciate efforts to speak their language, leaving a positive impression of the hotel. (Pepper, 2022)

Importance of language awareness skills

► **Cultural Sensitivity is important because:**

- Understand cultural tones to avoid misunderstandings.
- For example: In some cultures, direct eye contact signifies respect, while in others, it might be considered impolite.” (Schueneman, 2023)

► **Business Etiquette is important such as:**

- Learning specific phrases for greetings and farewells.
- Modern European Language Example: **French**
 - Business Etiquette: “Bonjour” (Good Morning) and “Au revoir” (Goodbye) are common polite phrases.

► **You can Handle Difficult Situations such as:**

- Reducing conflicts using language-aware techniques.
- For Example, in hotel industry: “I understand your concern; let me find a solution for you.” (Batham-Hendrei, 2022)
- These examples of importance's require personal skills before any action meaning to be respectful and mannered before approaching the tasks.

Hotel industry use (Diversity Hotel & Spa London)

- ▶ The hotel industry, being inherently global and diverse, relies heavily on multilingualism and language awareness to cater to a wide range of guests from different linguistic and cultural backgrounds. (Lacalle, 2022)
- ▶ Diversity hotel & Spa London use a range of language however French is one of many languages they adopt in their industry.
- ▶ **Where is it spoken?** French is an official language in 29 countries, including France, Canada, Belgium, Switzerland, Luxembourg, and several countries in Africa and the Caribbean. It is also one of the official languages of international organizations like the United Nations. (Reynolds, 2023)
- ▶ **Is it hard to learn?** The difficulty of learning French can vary for different learners. For English speakers, French is considered moderately difficult to learn due to its complex grammar and punctuation, many resources are available for learners, and its popularity as a second language makes it widely taught around the world. (Optilingo)

Polite/impoliteness in a business context

► Polite Behavior in the Hotel Industry

- **Polite Greeting:** Hotel staff should greet guests with a warm and genuine smile, making them feel welcome and valued.
- **Active Listening:** Staff should listen attentively to guest requests, concerns, and questions, demonstrating that their needs are a priority.
- **Clear Communication:** Providing clear and concise information about hotel services, amenities, and local attractions in a polite manner is essential.
- **Empathy:** Staff should empathize with guest complaints or issues, addressing them promptly and courteously to ensure guest satisfaction.

• (Zaid, 2018)

► Impolite Behavior in the Hotel Industry:

- **Ignoring Guests:** Ignoring guests at the reception desk or not acknowledging their presence is impolite and unprofessional.
- **Disregarding Complaints:** Ignoring or dismissing guest complaints instead of addressing them professionally and promptly is impolite and can lead to dissatisfaction.
- **Rudeness:** Using a rude or dismissive tone while talking to guests is highly impolite and creates a negative experience.
- **Language Barriers:** Not having multilingual staff in areas frequented by international guests can lead to misunderstandings and frustration.

► (Campbell , 2022)

Conclusion

- ▶ In summary, in the hotel industry, politeness is reflected through respectful and attentive customer service, clear communication, and a proactive approach to guest needs. Impolite behaviour, on the other hand, includes rejecting guests, poor communication, violation of privacy, and unprofessional appearance, all of which can tarnish the hotel's reputation and guest experience.

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