

BMIH5003 CA1

FOREIGN LANGUAGES AND CULTURAL AWARENESS



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Introduction

This piece stresses linguistic awareness and multilingualism to London's Diversity Hotel & Spa staff. UK-based Diversity Hotel & Spa. The Diversity Hotel & Spa is in the heart of London. In today's globalised world, these skills are vital to improve hotel customers' experiences, raise cultural awareness, and stay competitive.



THE IMPORTANCE OF MULTILINGUALISM

The Importance of Multilingualism

Why Multilingualism Matters:

Modern European Language: French

Where it's Spoken:

France, Belgium, Switzerland, Canada, and more.

Is it Hard to Learn?

French can be challenging, but it's highly rewarding.

Politeness in Business:

Greetings and pleasantries are essential.

Addressing clients formally with titles is a sign of respect.

Hotel Industry Example:

Greeting guests in their native language can leave a lasting positive impression.



Enhancing Guest Experience

- Fluency in many languages improves staff service to consumers and clients.
- improved linguistic ease with international guests.
- customised medical care that considers other cultures' beliefs and customs.
- Customer satisfaction and repeat business may grow.
- enhancing one's competitive edge over other hotel managers in the hospitality market (Brown, 2020)



Language Awareness Skills:

- Our staff is encouraged to develop language awareness skills, such as:
- knowing that one's nonverbal clues matter while speaking with others.
- Understanding cultural differences may help people from different backgrounds avoid misunderstandings.
- The right use of formal and informal words.
- Avoid unpleasant gestures and comments at all costs. Avoid inappropriate hand motions.
- Tourism and Hospitality: An Example Being mindful of cultural taboos can minimise accidental disrespect and ensure our guests enjoy a happy and tranquil stay. We want our guests to enjoy a quiet stay (Garcia, 2018).



Conclusion:

- I learned several valuable life lessons at the Diversity Hotel & Spa in London, some of which are listed below:
- It benefits the organisation that customer support agents can speak multiple languages.
- To avoid cultural miscommunication, people must comprehend one other's languages.
- These qualities boost consumer contentment, which encourages repeat purchases and gives a company a competitive edge.
- Respect for the world's many cultural traditions is important to our hotel's reputation. These customs are worldwide (Williams, 2017).



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