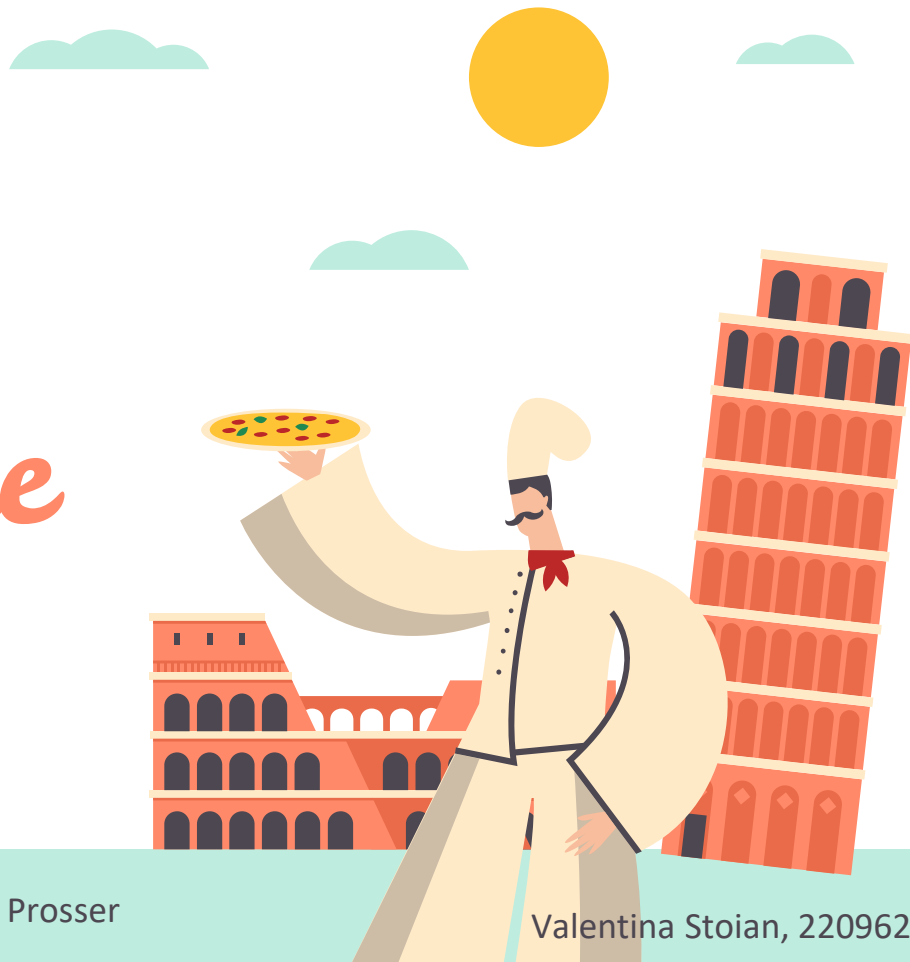


Diversity Hotel Spa

LONDON

LEARNING

Italian Culture



Multilingualism: A Strategic Edge

01

Recognising the benefits of multilingualism in hospitality.

02

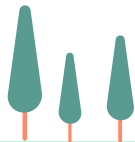
Improving service quality with language.

03

Language focus: Italian.

04

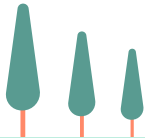
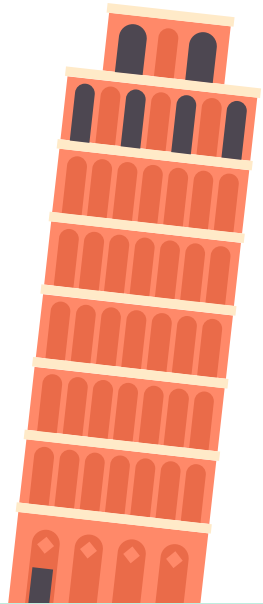
Cultural insights for great service.



Multilingualism: A Strategic Edge



- Improving guest experiences and satisfaction levels.
- Attain a significant advantage over rivals
- Efficiency and adaptability.
- The objective is to expand our global reach.
- Customised engagement promotes ongoing connections.



Italian: A Language of History



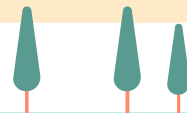
64 million people speak it.

Fun and engaging

New ways to connect with guests

A way to access culture and history.

Gives an insight into art, cuisine, architecture."



Etiquette

01

*Prevent
misunderstandings*

02

*Punctuality
signals respect.*

03

*Professional
attire*



Formal and Informal Addresses in Italian

'Lei' and 'tu'

- 'Lei': formal, shows respect
- 'tu': informal, suggests familiarity

Correct usage

- Builds professional and personal relationships
- Reflects cultural sensitivity
- Essential for good customer service

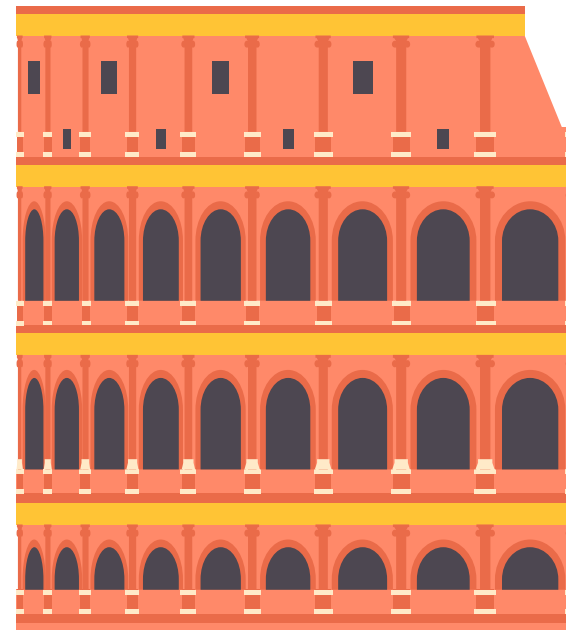
Appropriate use

- Assess the relationship and setting
- Follow others' leads
- Be adaptable as relationships evolve



02 References

1. Calabretta, G., Montana, J. and Iglesias, O., 2008. A cross-cultural assessment of leading values in design-oriented companies. *Cross Cultural Management: An International Journal*, 15(4), pp.379-398.
2. Callahan, L., 2010. Hotel Multilingual Capacity: A Study of Language and Communication. *International Journal of Hospitality Management*.
3. Ethnologue, 2021. Italian language. *Ethnologue: Languages of the World*. [online] Available at: <URL> [Accessed Date].
4. Foreign Service Institute, n.d. Language Difficulty Ranking. [online] Available at: <URL> [Accessed Date].
5. Marian, V., Farah, R. and Spotti, M., 2013. Multilingualism in the Hospitality Industry. *Journal of Hospitality Management*.
6. Piller, I., 2007. Linguistic Diversity in the Hospitality Industry. *Language and Intercultural Communication*.



Thank You!

Diversity Hotel Spa

LONDON

[Italian @ Diversity \(1\).pptx](#)

[Link to
presentation](#)

