

BA International Hotel Management
Foreign languages and cultural awareness
Self-Reflection

Student name: Ana Pescleveï

Student Number: 2208738

Date of Submission: 01/11/2023

Word Count: 523

Introduction

As I prepare a presentation on cultural misunderstandings, I will critically evaluate my own self-development in this reflective assignment. I will explore my lessons along this journey using a self-reflection model of my choice.

Concrete experience

I became deeply immersed in the areas of multilingualism, cultural sensitivity, and effective communication in the hospitality sector as I undertook the process of developing a presentation for Diversity Hotel & Spa London. As I waded through the complexities of linguistic nuance, cultural considerations, and the unique requirements of a hotel setting, the process was both illuminating as well as challenging.

Reflective observation

At the inception, I had some basic awareness of the significance of multilingualism in the hospitality industry. At first, I thought of multilingualism as essentially a practical ability, a tool for efficient communication. However, when I dug deeper into the subject matter and the presentation, my perspective changed as the research revealed the multiple layers below the surface. It became clear that multilingualism encompasses more than just language ability and extends to cultural intelligence as Drobot (2021) puts across, with the aim of improving the overall guest experience. It became clear to me that the issue went beyond linguistic diversity and focused on the ability of language to improve visitor experiences and promote inclusivity.

The decision to pick French as the language offered my learning a dynamic element. It took a comprehensive approach to examine the global effect, comprehend the locations where it is spoken, and dispel the myth that French is difficult. Through this experience, I have come to realize how interwoven language and culture are, stressing how they influence the dynamics of hospitality. I was able to realize the larger significance of cultural misconceptions and the value of efficient communication in a global business context thanks to my study of numerous literary works. As Hofstede, Hofstede, and Minkov (2010) put across, the environment where one grew up impacts all aspects of their lives, which places an emphasis on cultural sensitivity to avoid misunderstandings.

Abstract conceptualization

My horizons were expanded by the linguistic spotlight on French. I learned more about French's importance across the world and the basics of the dialect, while also learning where it was spoken. My understanding of the topic was improved when I realized that French is not only a language but also a cultural bridge in many international contexts. As a result of addressing the alleged difficulty of learning French, there was a conceptual change as I understood that although learning a language can be difficult, doing so is manageable and rewarding. This stage emphasized the value of creating a welcoming learning atmosphere, not only for workers in the hotel industry but for everyone attempting to learn a new language.

Active experimentation

The creation of the slides on business etiquette was a practical application of academic knowledge. I had to reduce intricate cultural nuances to helpful guidance for hotel personnel. The phrases, actions, and situations that defined politeness and potential risks had to be carefully considered at this point. In a hotel atmosphere, maintaining a delicate balance while navigating prospective misunderstandings was essential (Octaviana and Dahar, 2011).

Reference list

- Drobot, I.-A. (2021). Multilingualism and Awareness of Cultural Differences in Communication. Multilingualism [Working Title]. Doi: [HTTPS://doi.org/10.5772/intechopen.99178](https://doi.org/10.5772/intechopen.99178).
- Hofstede, G., Hofstede, G.J. and Minkov, M. (2010). Cultures and organizations: software of the mind: intercultural cooperation and its importance for survival. 3rd ed. New York; London: McGraw-Hill.
- Octaviana, H. and Dahar, R.H. (2011). The Importance of Understanding Cultural Awareness for Managers in the Hospitality Industry (in Indonesia). Binus Business Review, 2(1), p.230. Doi: [HTTPS://doi.org/10.21512/bbr.v2i1.1131](https://doi.org/10.21512/bbr.v2i1.1131).