

Module: Foreign Languages

Module code: BMIH5003

Module lead: Lisa Bassler

Student name: Anca Iclanzean

Student ID: 2207144

[Recording-20231027_124101.webm](#)



The benefits of multilingualism and the importance of language awareness skills



- ❖ **Discussing the necessity of Multilingualism**
- ❖ **Foreign language for staff of Diversity Hotel and Spa London**
- ❖ **Analysing different aspect of German language**
- ❖ **Provide understanding for hotel staff.**



Benefits of Multilingualism



Enhance satisfied guest

When employees understand guest communication then guest will be satisfied and pleased (Rahimi et al., 2022).

Cross culture skills

When employees learn new language, they may newly learn new culture for the better competences (Lie and Shrikant, 2019).



Better interactions

Knowing new Language employees able to communicate with guest properly (Gupta et al., 2023).

Example of modern language



Use of the language

- **Germany, Austria, Luxemburg, Switzerland are using this language.**
- **Employees find it hard to learn this language (Ushakov et al., 2020).**

Polite and Impolite Aspects

- **Using different greetings and expression (Ishizaka et al., 2019).**
- **Sometimes some employees interrupt others.**



Hotel industry example

Marriot and Savoy London has bilingual employees (Chibili, 2017).

Hotel Cleveland has cultural activates.

A graphic with a blue background featuring stylized speech bubbles containing the flags of Germany, China, the United Kingdom, and Italy. The word "Language" is written in large, white, rounded letters, and "LEARN NOW" is written in smaller, black, bold letters below it.

Language

LEARN NOW

**Language Competency is
necessary.**



**Language understanding
give complete advantage**

Conclusion

References

- **Chibili, M. (2017) *Modern hotel operations management*. Routledge.**
- **Gupta, V., Sajnani, M., Dixit, S.K., Mishra, A. and Gani, M.O. (2023) Are consumers influenced by the use of green practices in five-star hotels: an assessment of guest's revisit intentions, inclusive ratings and hotel performance. *International Journal of Tourism Cities*, 9(1), pp.159-181.**
- **Ishizaka, A., Quintano, A., Labib, A. and Apostolakis, A. (2019) Do five-star hotel managers know their customers' priorities? An AHP-Prioritised scorecard study. *EuroMed Journal of Business*, 14(2), pp.137-167.**
- **Lie, S. and Shrikant, N. (2019) Stretching the boundaries of International and Intercultural Communication Research. *Journal of International and Intercultural Communication*, 12(2), pp. 105–110.**
- **Rahimi, R., Thelwall, M., Okumus, F. and Bilgihan, A. (2022) Know your guests' preferences before they arrive at your hotel: evidence from TripAdvisor. *Consumer Behavior in Tourism and Hospitality*, 17(1), pp.89-106.**
- **Ushakov, R.N., Kryukova, E.M., Khetagurova, V.S., Mukhomorova, I.V. and Zelenov, V.V. (2020) Efficiency of hotel management. Training of specialists in hotel industry field. *Journal of Environmental Management & Tourism*, 11(2 (42)), pp.388-395.**